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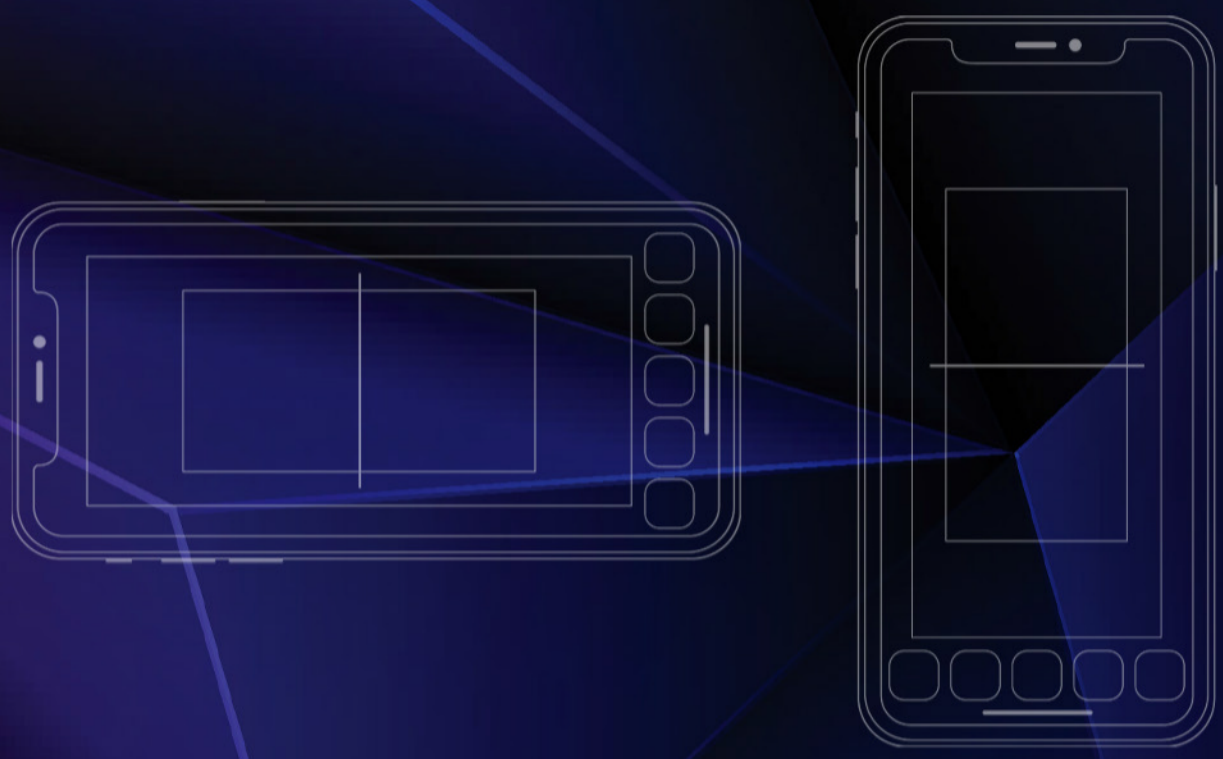

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Image: Craig Hudson

A CONGRESSMAN WANTED TO UNDERSTAND AI. SO HE WENT BACK TO A COLLEGE CLASSROOM TO LEARN

Don Beyer's car dealerships were among the first in the U.S. to set up a website. As a representative, the Virginia Democrat leads a bipartisan group focused on promoting fusion energy. He reads books about geometry for fun.

So when questions about regulating artificial intelligence emerged, the 73-year-old Beyer took what for him seemed like an obvious step, enrolling at George Mason University to get a master's degree in machine learning. In an era when lawmakers and Supreme Court justices sometimes concede they don't understand emerging technology, Beyer's journey is an outlier, but it highlights a broader effort by

members of Congress to educate themselves about artificial intelligence as they consider laws that would shape its development.

Frightening to some, thrilling to others, baffling to many: Artificial intelligence has been called a transformative technology, a threat to democracy or even an existential risk for humanity. It will fall to members of Congress to figure out how to regulate the industry in a way that encourages its potential benefits while mitigating the worst risks.

But first they have to understand what AI is, and what it isn't.

"I tend to be an AI optimist," Beyer told following a recent afternoon class on George Mason's campus in suburban Virginia. "We can't even imagine how different our lives will be in five years, 10 years, 20 years, because of AI. ... There won't be robots with red eyes coming after us any time soon. But there are other deeper existential risks that we need to pay attention to."

Risks like massive job losses in industries made obsolete by AI, programs that retrieve biased or inaccurate results, or deepfake images, video and audio that could be leveraged for political disinformation, scams or sexual exploitation. On the other side of the equation, onerous regulations could stymie innovation, leaving the U.S. at a disadvantage as other nations look to harness the power of AI.

Striking the right balance will require input not only from tech companies but also from the industry's critics, as well as from the industries that AI may transform. While many Americans may have formed their ideas about AI from science fiction movies like "The Terminator" or

Image: Craig Hudson

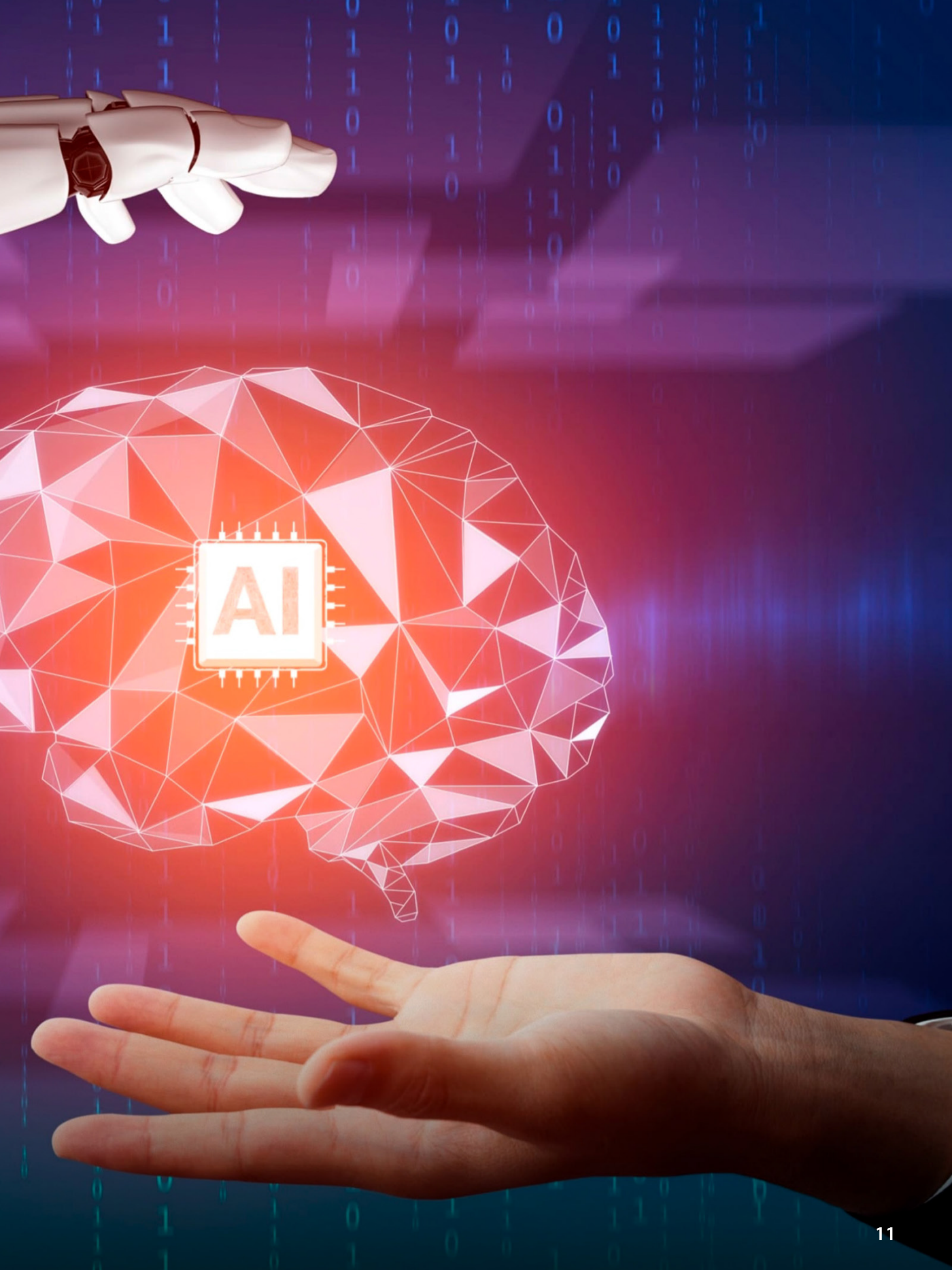
"The Matrix," it's important that lawmakers have a clear-eyed understanding of the technology, said Rep. Jay Obernolte, R-Calif., and the chairman of the House's AI Task Force.

When lawmakers have questions about AI, Obernolte is one of the people they seek out. He studied engineering and applied science at the California Institute of Technology and earned an M.S. in artificial intelligence at UCLA. The California Republican also started his own video game company. Obernolte said he's been "very pleasantly impressed" with how seriously his colleagues on both sides of the aisle are taking their responsibility to understand AI.

That shouldn't be surprising, Obernolte said. After all, lawmakers regularly vote on bills that touch on complicated legal, financial, health and scientific subjects. If you think computers are complicated, check out the rules governing Medicaid and Medicare.

Keeping up with the pace of technology has challenged Congress since the steam engine and the cotton gin transformed the nation's industrial and agricultural sectors. Nuclear power and weaponry is another example of a highly technical subject that lawmakers have had to contend with in recent decades, according to Kenneth Lowande, a University of Michigan political scientist who has studied expertise and how it relates to policy-making in Congress.

Federal lawmakers have created several offices — the Library of Congress, the Congressional Budget Office, etc. — to provide resources and specialized input when necessary. They also rely on staff with specific expertise on subject topics, including technology.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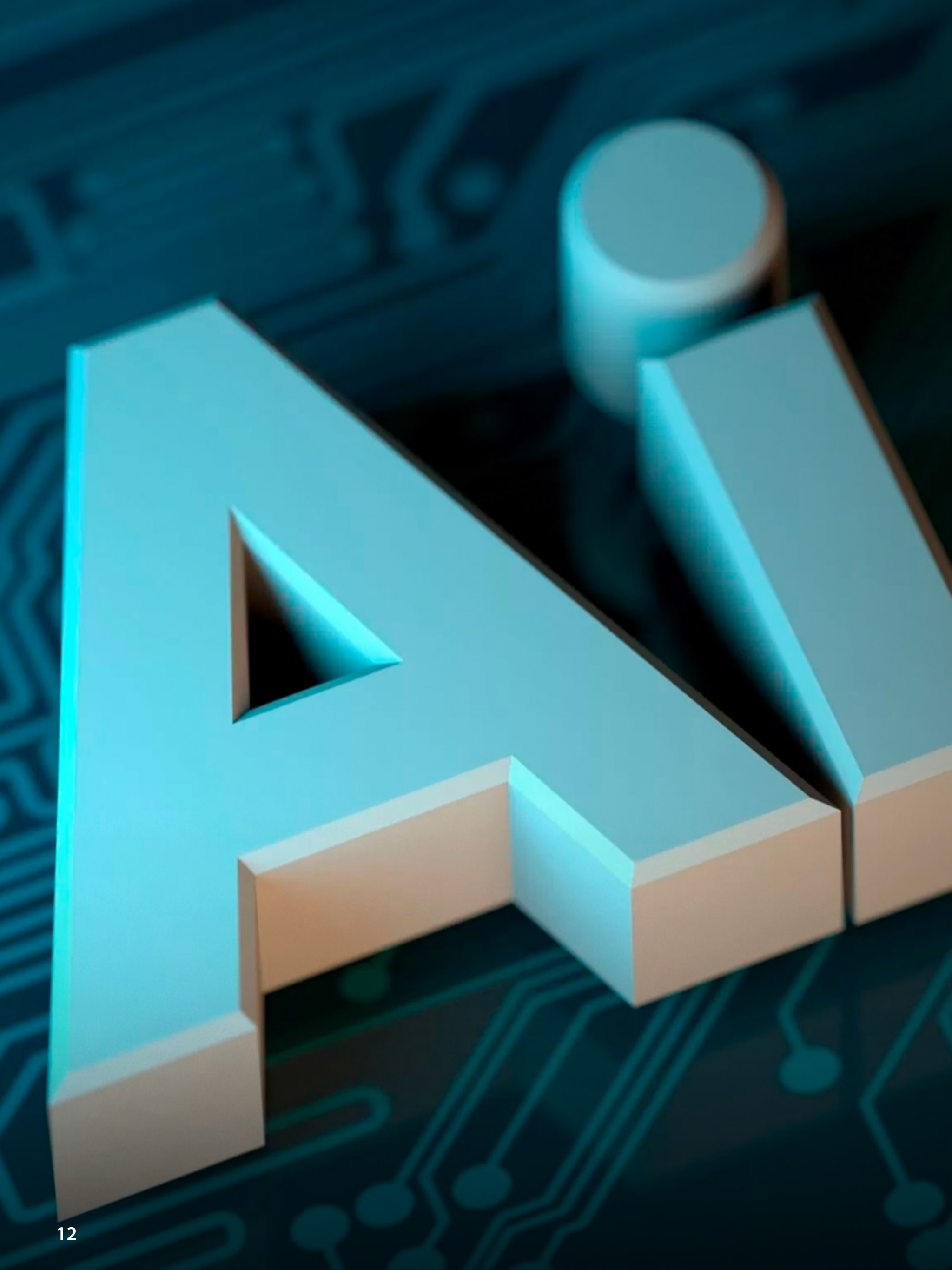

Then there's another, more informal form of education that many members of Congress receive.

"They have interest groups and lobbyists banging down their door to give them briefings," Lowande said.

Beyer said he's had a lifelong interest in computers and that when AI emerged as a topic of public interest he wanted to know more. A lot more. Almost all of his fellow students are decades younger; most don't seem that fazed when they discover their classmate is a congressman, Beyer said.

He said the classes, which he fits in around his busy congressional schedule — are already paying off. He's learned about the development of AI and the challenges facing the field. He said it's helped him understand the challenges — biases, unreliable data — and the possibilities, like improved cancer diagnoses and more efficient supply chains.

Beyer is also learning how to write computer code.

"I'm finding that learning to code — which is thinking in this sort of mathematical, algorithmic step-by-step, is helping me think differently about a lot of other things — how you put together an office, how you work a piece of legislation," Beyer said.

While a computer science degree isn't required, it's imperative that lawmakers understand AI's implications for the economy, national defense, health care, education, personal privacy and intellectual property rights, according to Chris Pierson, CEO of the cybersecurity firm BlackCloak.

"AI is not good or bad," said Pierson, who formerly worked in Washington for the Department of Homeland Security. "It's how you use it."

The work of safeguarding AI has already begun, though it's the executive branch leading the way so far. Last month, the White House unveiled new rules that require federal agencies to show their use of AI isn't harming the public. Under an executive order issued last year, AI developers must provide information on the safety of their products.

When it comes to more substantive action, America is playing catchup to the European Union, which recently enacted the world's first significant rules governing the development and use of AI. The rules prohibit some uses — routine AI-enabled facial recognition by law enforcement, for one — while requiring other programs to submit information about safety and public risks. The landmark law is expected to serve as a blueprint for other nations as they contemplate their own AI laws.

As Congress begins that process, the focus must be on "mitigating potential harm," said Obernolte, who said he's optimistic that lawmakers from both parties can find common ground on ways to prevent the worst AI risks.

"Nothing substantive is going to get done that isn't bipartisan," he said.

To help guide the conversation lawmakers created a new AI task force (Obernolte is co-chairman), as well as an AI Caucus made up of lawmakers with a particular expertise or interest in the topic. They've invited experts to brief lawmakers on the technology and its impacts —

and not just computer scientists and tech gurus either, but also representatives from different sectors that see their own risks and rewards in AI.

Rep. Anna Eshoo is the Democratic chairwoman of the caucus. She represents part of California's Silicon Valley and recently introduced legislation that would require tech companies and social media platforms like Meta, Google or TikTok to identify and label AI-generated deepfakes to ensure the public isn't misled. She said the caucus has already proved its worth as a "safe place" place where lawmakers can ask questions, share resources and begin to craft consensus.

"There isn't a bad or silly question," she said. "You have to understand something before you can accept or reject it."

Image: Chip Somodevilla

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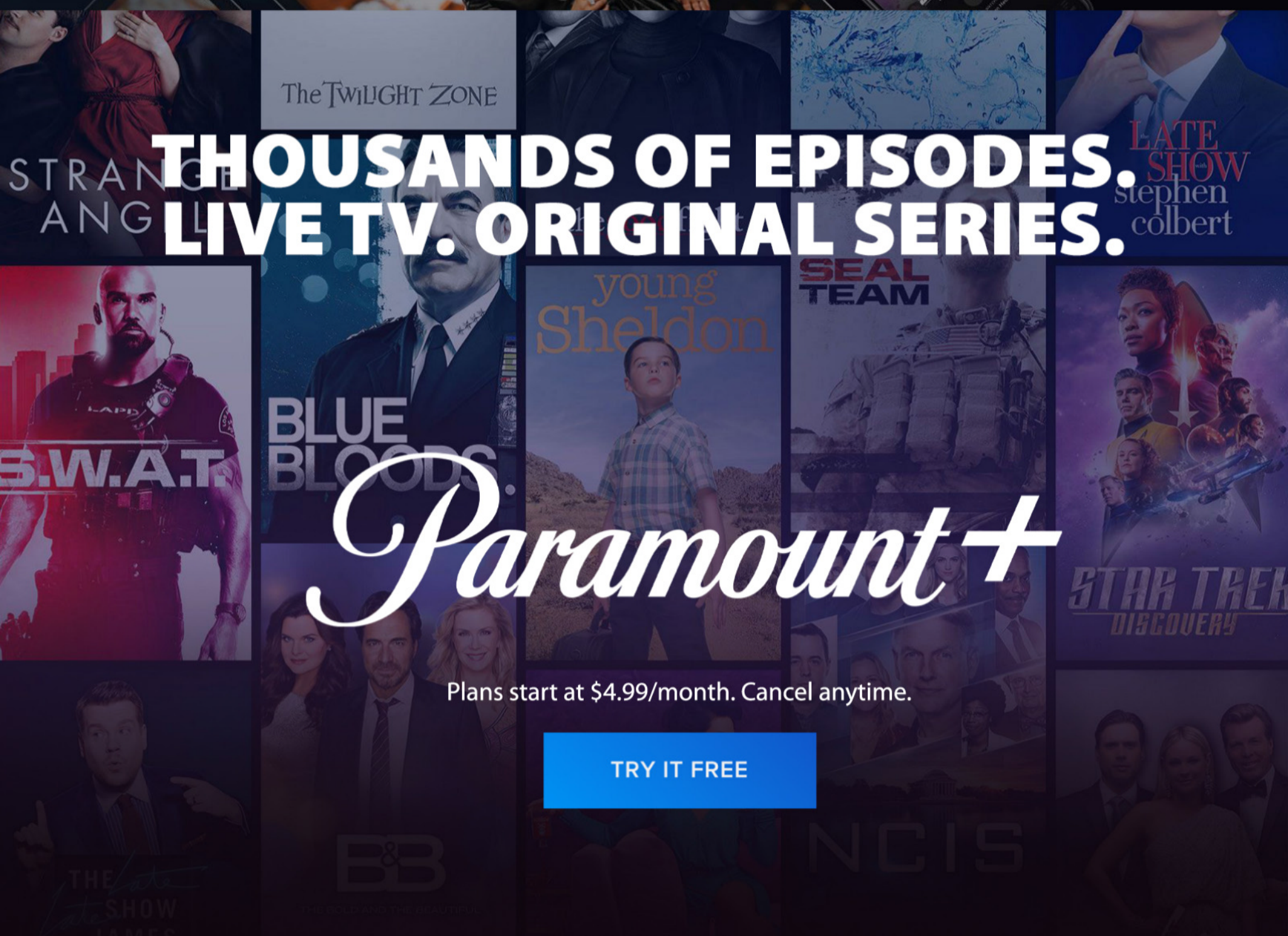

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CONSUMERS WOULD BE NOTIFIED OF AI-GENERATED CONTENT UNDER PENNSYLVANIA BILL

Pennsylvania consumers would be notified when content has been generated by artificial intelligence, and defendants couldn't argue that child sexual abuse material created by artificial intelligence isn't illegal, under a bill the House passed Wednesday.

The bill's prime sponsor, Rep. Chris Pielli, said it was designed to place guardrails around the use of artificial intelligence to protect consumers.

"This bill is simple," Pielli, a Democrat from Chester County, said in floor remarks. "If it's AI, it has to say it's AI. Buyer beware."

Lawmakers voted 146-54 to send the measure to the state Senate for its consideration. All Democrats were in favor, while Republicans were roughly split.

The bill would change the state's Unfair Trade Practices and Consumer Protection Law to require "clear and conspicuous disclosure" when artificial intelligence has been used to create written text, images, audio or video.

The notice would have to be displayed when the content is first shown to consumers. Violators would have to knowingly or recklessly post AI content, which Pielli said would help protect news organizations that unwittingly publish AI content.

It is opposed by the Pennsylvania Chamber of Business and Industry on the grounds that it could expose businesses to civil litigation and would not be limited to deceptive material. The group is specifically opposed to the consumer notification portion of the bill, a chamber spokesman said.

Another provision of the bill prohibits defendants from arguing that child sexual abuse material created by artificial intelligence isn't illegal under criminal laws.

Public disclosure of AI's use is an emerging theme across hundreds of state bills in U.S. legislatures that seek to regulate the new technology.

AI filters job and rental applications, determines medical care in some cases and helps create images that find huge audiences on social media, but there are scant laws requiring companies or creators to disclose that AI was used at all. That

has left Americans largely in the dark about the technology, even as it spreads to every corner of life.

Margaret Durkin, TechNet executive director for Pennsylvania and the mid-Atlantic, said in a statement Wednesday that her organization expects to work with lawmakers on the definition of AI, "to decrease the uncertainty of who and what is affected."

TechNet is a trade group of senior executives that lobbies for tech companies such as Meta and Google. Spokesman Steve Kidera said the group hopes to work with lawmakers to get from an opposed to a neutral position.

"For example, how does a football broadcast that uses AI to show predictive visual cues know when it's the first time a consumer is interacting with their AI? If a copywriter uses a generative AI product to help them write something, are they obligated to present a disclosure? And how do they do that?" Durkin asked.

The Washington, D.C.-based BSA The Software Alliance, which advocates for the global software industry, said that as of early February there were several hundred AI-related bills pending before about 40 state legislatures. Topics covered by the bills include the risk of bias and discrimination, and deepfakes.

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MAKING CEMENT IS VERY DAMAGING FOR THE CLIMATE. ONE SOLUTION IS OPENING IN CALIFORNIA

It's a major contributor to climate change — the way buildings and roads are made with concrete. It's also a problem that's growing as more of the world develops. So the race has been on to find solutions for a material that's responsible for roughly 8% of global carbon dioxide emissions.

Now one California startup has developed a technology that reduces carbon dioxide in the making of cement and could have the potential to operate at large scale. Fortera intercepts carbon dioxide exhaust from the kilns where cement is made and routes it back in to make additional cement. In its first effort at commercial scale, the technology is being added to a CalPortland facility in Redding, California, one of the largest cement plants in the western U.S.

"Our target is about being a ubiquitous solution that can work really at any plant," said Ryan Gilliam, Fortera CEO.

Initially Fortera will produce enough to mix with about one-fifth of CalPortland's product in a blend that reduces carbon by about 10%. Gilliam said there is a strong demand for higher blends that reduce carbon by 40-50%, and for a pure product the company makes, which has 70% lower carbon.

The first large sacks are scheduled to move out the door of the Redding plant the first week of May.

Fortera evolved in part out of an earlier company called Calera that was among the first to convert carbon dioxide into cement starting in 2007. It poured some 100 tons of its low-carbon cement into California office buildings and sidewalks but shuttered in 2014 due to financial challenges. Building on that knowledge, Gilliam founded Fortera in 2019 with several former Calera employees.

There is "pretty much a cement plant every 250 miles in the world," he said, and most are located near a limestone quarry. Because it works with these existing plants and uses the same material the industry already uses, Fortera says its technology is an economically competitive option to quickly prevent carbon emissions from warming the planet.

One difference from some other low-carbon cement and concrete efforts is it offers at least the possibility of being installed widely at cement plants instead of changing how the industry currently runs.

Fortera's is one of many efforts to reduce the climate impact of concrete. The American Institute of Architects educates many of the world's largest architecture firms about carbon emissions from building materials.

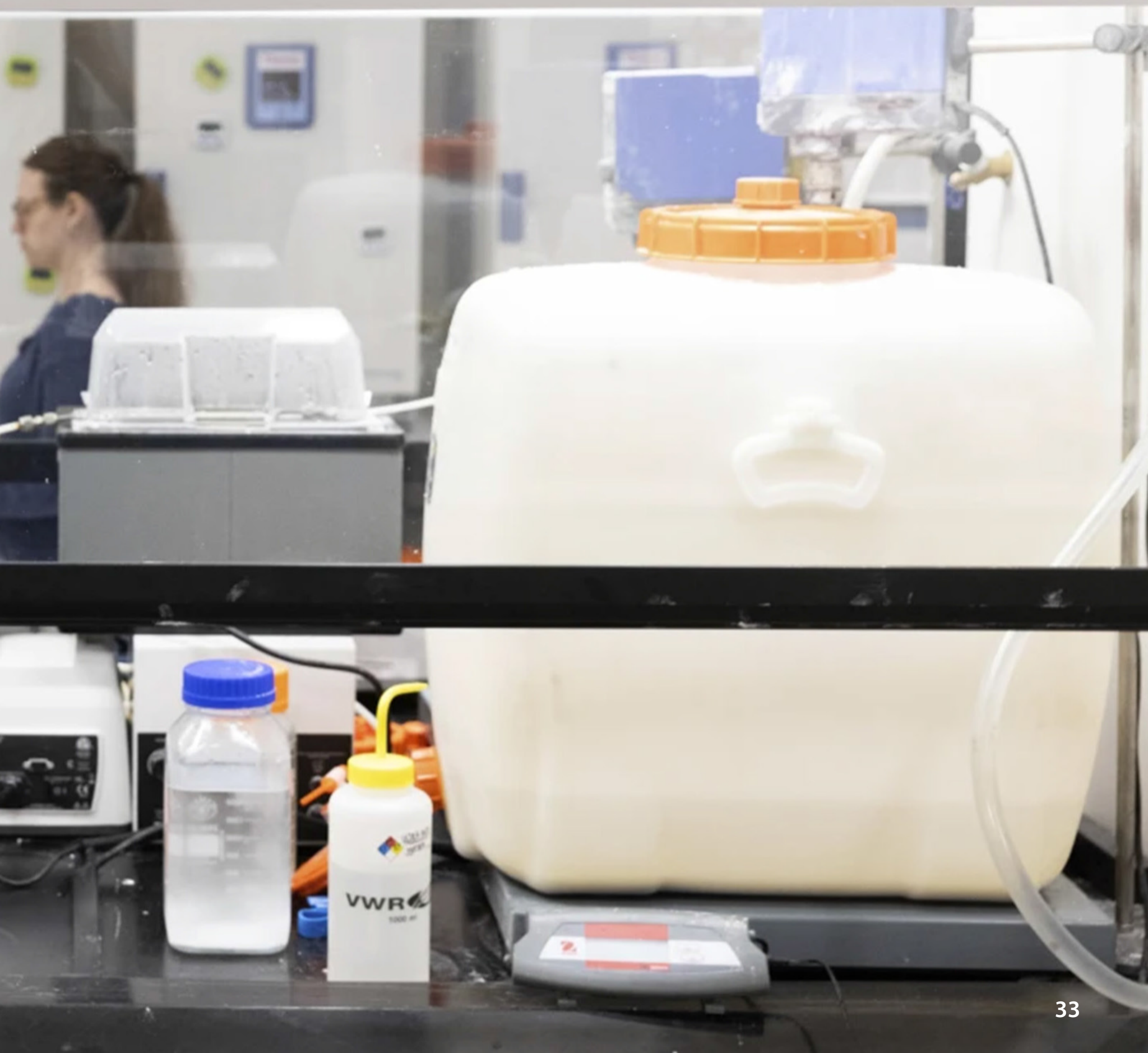
Some jurisdictions including Vancouver, British Columbia have building standards that encourage lower-carbon concrete. California passed a law in 2021 that requires the state's Air Resources Board to develop a strategy for the state's cement industry to reduce its greenhouse gas emissions by 40% by 2035 and achieve net zero by 2045.

The First Movers Coalition, an organization of more than 90 companies, has an initiative announced in 2021 to create greater demand for low-carbon cement through their immense buying power.

The same year, 40 of the largest cement and concrete manufacturers announced a commitment to making concrete that does not contribute to climate change by 2050 through the Global Cement and Concrete Association. They agreed to reduce emissions from cement,

rtera

nspired by Nature



fossil fuel use in manufacturing processes and to develop new ways to capture carbon.

Concrete is the second -most used product on Earth, aside from water. Cement makes up 10-15% of concrete by volume, but accounts for 88% of concrete's considerable emissions. Other ingredients in concrete are sand, gravel, crushed stone and water.

Manufacturing one ton of cement emits nearly one ton of carbon dioxide. There hasn't been a simple replacement.

"The societal benefits of concrete are absolutely immense ... it's the backbone of modern society," said Thomas Guillot, CEO of the Global Cement and Concrete Association. Other materials sometimes fail to compete because they are not as durable, can't support as much weight, or can't stand up as well to heat, he said.

HOW FORTERA'S TECHNOLOGY WORKS

Cement manufacturers heat kilns to about 2,500°F (1,400°C) to break down limestone and separate it into carbon dioxide and calcium oxide.

Fortera's process sucks the carbon dioxide out and pipes it into a machine where it is turned into a solid. Its technology works at around 1,800°F (1,000°C), which requires less energy and emits less carbon.

When the captured carbon dioxide is mixed with calcium oxide, it turns into a kind of limestone that becomes cement-like when wet. This product, which Fortera calls ReAct, is blended with other ingredients to make concrete.

Fortera uses a 15% blend of ReAct in concrete because that is all that is allowed under existing

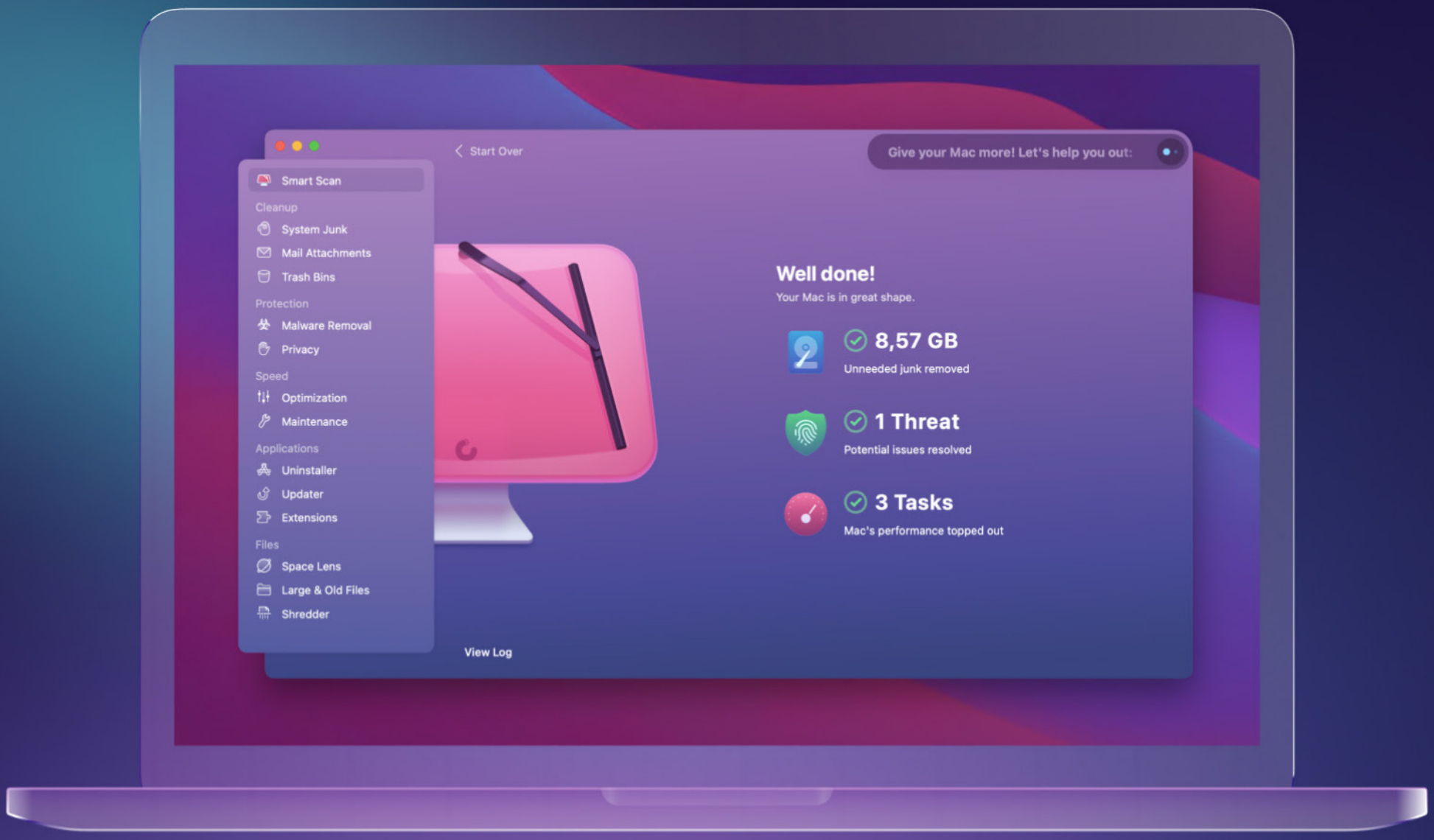
industry standards that regulate material strength and durability.

The company is trying to get a product that is 100% ReAct approved as a replacement for cement and says its testing has shown it can meet international requirements, but the regulatory process will take over five years.

Some of the fastest-growing consumers of cement are in Southeast Asia and Africa, so global solutions are critical.

"The United States has to do what it can and be a leader to help other countries," said Mike Ireland, president and CEO of the Portland Cement Association, the national trade association for U.S. cement manufacturers. "But we have to get the rest of the world, particularly the Global South, as they industrialize to leapfrog some of the technologies we had."

Carbon emissions from cement manufacturing is "an existential threat to the world and for our industry," he said.



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PREMIER LEAGUE TO USE SEMI-AUTOMATED OFFSIDE TECHNOLOGY FROM NEXT SEASON

The Premier League will use AI-based player tracking technology to make offside calls from next season in a move that should reduce the time it takes officials to reach their decisions.

England's top-division clubs announced Thursday they reached a unanimous decision on the introduction of semi-automated offside technology, saying the new system is set to be launched during the first half of the season.

"The technology will provide quicker and consistent placement of the virtual offside line, based on optical player tracking," the league said, "and will produce high-quality broadcast graphics to ensure an enhanced in-stadium and broadcast experience for supporters."

Semi-automated offside technology was used at a World Cup for the first time in Qatar in 2022. For that tournament, there was a sensor in the ball to track its acceleration but that won't be the case in the Premier League, which looks set to be more aligned with the system used by UEFA in the Champions League.

Image: Zac Goodwin

FIFA
2018
AR

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League

The Premier League is due to announce more details on the exact nature of the offside technology that will be used once contracts are signed. Extensive testing and analysis has been conducted this season.

Semi-automated offside technology is already in use in Italy's Serie A.

Multiple cameras will track player movements and record data points on parts of the body that are relevant for an offside decision. Data is processed with artificial intelligence to create a 3D offside line that is alerted to the team of VAR officials.

It is expected to take an average of around 30 seconds off the length of time it currently takes VAR officials to come to a decision manually, and improve confidence in decision-making after some high-profile mistakes.

The manual system will be available as a backup in the event of a failure of the semi-automated technology.

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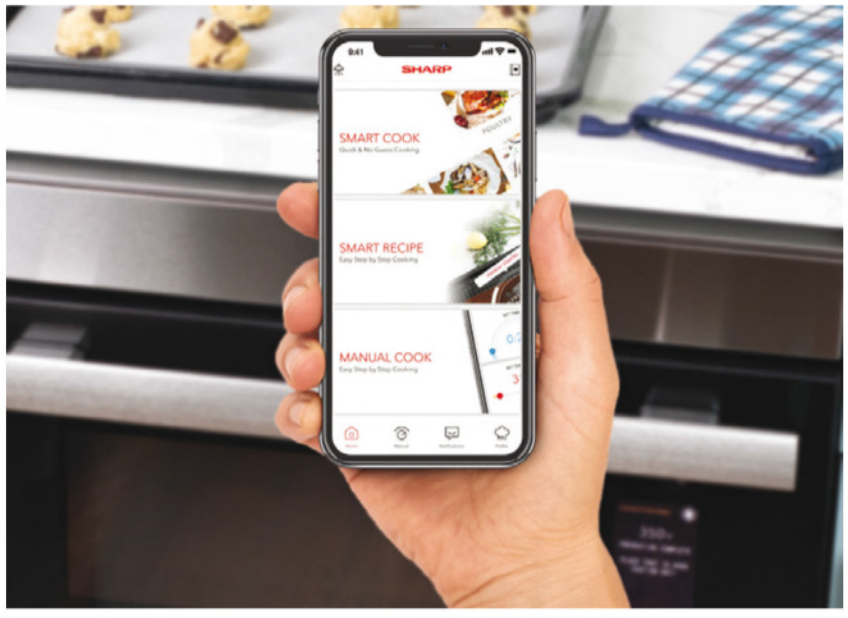

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AI'S FUTURE COULD BE 'OPEN-SOURCE' OR CLOSED. TECH GIANTS ARE DIVIDED AS THEY LOBBY REGULATORS

Image: Hans Pennink

There's a race underway to build artificial general intelligence, a futuristic vision of machines that are as broadly smart as humans or at least can do many things as well as people can.

Achieving such a concept — commonly referred to as AGI — is the driving mission of ChatGPT-maker OpenAI and a priority for the elite research wings of tech giants Amazon, Google, Meta and Microsoft.

It's also a cause for concern for world governments. Leading AI scientists published research Thursday in the journal Science warning that unchecked AI agents with "long-term planning" skills could pose an existential risk to humanity.

But what exactly is AGI and how will we know when it's been attained? Once on the fringe of computer science, it's now a buzzword that's being constantly redefined by those trying to make it happen.

WHAT IS AGI?

Not to be confused with the similar-sounding generative AI — which describes the AI systems behind the crop of tools that "generate" new documents, images and sounds — artificial general intelligence is a more nebulous idea.

It's not a technical term but "a serious, though ill-defined, concept," said Geoffrey Hinton, a pioneering AI scientist who's been dubbed a "Godfather of AI."

"I don't think there is agreement on what the term means," Hinton said by email this week. "I use it to mean AI that is at least as good as humans at nearly all of the cognitive things that humans do."

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Image: Chloe Ellingson

Hinton prefers a different term — superintelligence — "for AGIs that are better than humans."

A small group of early proponents of the term AGI were looking to evoke how mid-20th century computer scientists envisioned an intelligent machine. That was before AI research branched into subfields that advanced specialized and commercially viable versions of the technology — from face recognition to speech-recognizing voice assistants like Siri and Alexa.

Mainstream AI research "turned away from the original vision of artificial intelligence, which at the beginning was pretty ambitious," said Pei Wang, a professor who teaches an AGI course at Temple University and helped organize the first AGI conference in 2008.

Putting the 'G' in AGI was a signal to those who "still want to do the big thing. We don't want to build tools. We want to build a thinking machine," Wang said.

ARE WE AT AGI YET?

Without a clear definition, it's hard to know when a company or group of researchers will have achieved artificial general intelligence — or if they already have.

"Twenty years ago, I think people would have happily agreed that systems with the ability of GPT-4 or (Google's) Gemini had achieved general intelligence comparable to that of humans," Hinton said. "Being able to answer more or less any question in a sensible way would have passed the test. But now that AI can do that, people want to change the test."

Improvements in "autoregressive" AI techniques that predict the most plausible next word in a sequence, combined with massive computing power to train those systems on troves of data, have led to impressive chatbots, but they're still not quite the AGI that many people had in mind. Getting to AGI requires technology that can perform just as well as humans in a wide variety of tasks, including reasoning, planning and the ability to learn from experiences.

Some researchers would like to find consensus on how to measure it. It's one of the topics of an upcoming AGI workshop next month in Vienna, Austria — the first at a major AI research conference.

"This really needs a community's effort and attention so that mutually we can agree on some sort of classifications of AGI," said workshop organizer Jiaxuan You, an assistant professor at the University of Illinois Urbana-Champaign. One idea is to segment it into levels in the same way that carmakers try to benchmark the path between cruise control and fully self-driving vehicles.

Others plan to figure it out on their own. San Francisco company OpenAI has given its nonprofit board of directors — whose members include a former U.S. Treasury secretary — the responsibility of deciding when its AI systems have reached the point at which they "outperform humans at most economically valuable work."

Image: Dita Alangkara

AI
50%
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"The board determines when we've attained AGI," says OpenAI's own explanation of its governance structure. Such an achievement would cut off the company's biggest partner, Microsoft, from the rights to commercialize such a system, since the terms of their agreements "only apply to pre-AGI technology."

IS AGI DANGEROUS?

Hinton made global headlines last year when he quit Google and sounded a warning about AI's existential dangers. A new Science study published Thursday could reinforce those concerns.

Its lead author is Michael Cohen, a University of California, Berkeley, researcher who studies the "expected behavior of generally intelligent artificial agents," particularly those competent enough to "present a real threat to us by out planning us."

Cohen made clear in an interview Thursday that such long-term AI planning agents don't yet exist. But "they have the potential" to get more advanced as tech companies seek to combine today's chatbot technology with more deliberate planning skills using a technique known as reinforcement learning.

"Giving an advanced AI system the objective to maximize its reward and, at some point, withholding reward from it, strongly incentivizes the AI system to take humans out of the loop, if it has the opportunity," according to the paper whose co-authors include prominent AI scientists Yoshua Bengio and Stuart Russell and law professor and former OpenAI adviser Gillian Hadfield.

Image: Olivier Morin

"I hope we've made the case that people in government (need) to start thinking seriously about exactly what regulations we need to address this problem," Cohen said. For now, "governments only know what these companies decide to tell them."

TOO LEGIT TO QUIT AGI?

With so much money riding on the promise of AI advances, it's no surprise that AGI is also becoming a corporate buzzword that sometimes attracts a quasi-religious fervor.

It's divided some of the tech world between those who argue it should be developed slowly and carefully and others — including venture capitalists and rapper MC Hammer — who've declared themselves part of an "accelerationist" camp.

The London-based startup DeepMind, founded in 2010 and now part of Google, was one of the first companies to explicitly set out to develop AGI. OpenAI did the same in 2015 with a safety-focused pledge.

But now it might seem that everyone else is jumping on the bandwagon. Google co-founder Sergey Brin was recently seen hanging out at a California venue called the AGI House. And less than three years after changing its name from Facebook to focus on virtual worlds, Meta Platforms in January revealed that AGI was also on the top of its agenda.

Meta CEO Mark Zuckerberg said his company's long-term goal was "building full general intelligence" that would require advances in reasoning, planning, coding and other cognitive abilities. While Zuckerberg's company has long had researchers focused on those subjects, his attention marked a change in tone.

At Amazon, one sign of the new messaging was when the head scientist for the voice assistant Alexa switched job titles to become head scientist for AGI.

While not as tangible to Wall Street as generative AI, broadcasting AGI ambitions may help recruit AI talent who have a choice in where they want to work.

In deciding between an "old-school AI institute" or one whose "goal is to build AGI" and has sufficient resources to do so, many would choose the latter, said You, the University of Illinois researcher.

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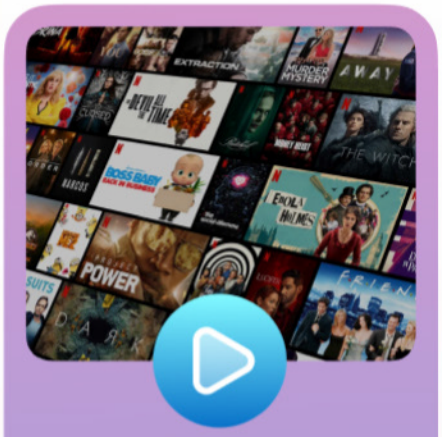

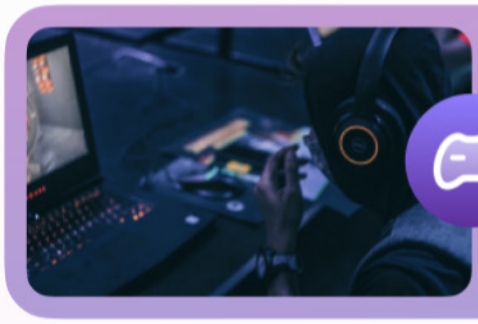

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APPLE INITIATES OVER 600 JOB CUTS IN CALIFORNIA

iPhone 15 Plus
iPhone 15
iPhone 15 Plus

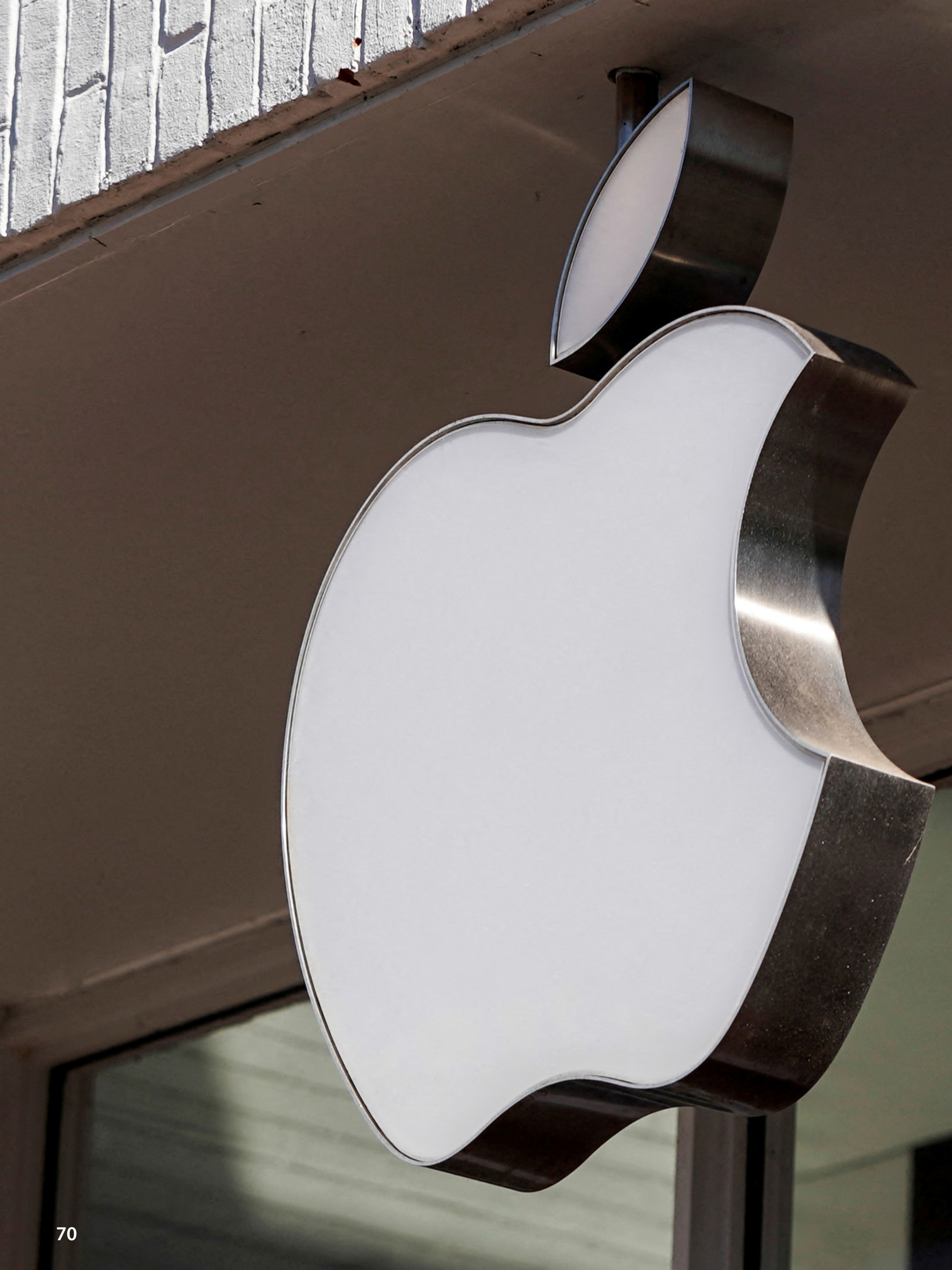
In a significant move within the technology sector, Apple has announced the layoff of over 600 employees across multiple offices in California, marking the company's first considerable reduction in workforce since the pandemic. This decision, effective from May 27, comes amidst a period of adjustment and cost-cutting efforts observed across the tech industry.

The affected personnel, spanning eight offices in Santa Clara, were notified of their job termination on March 28, under the provisions of the Worker Adjustment and Retraining Notification Act (WARN). However, the specific departments or projects impacted by these layoffs remain undisclosed.

Apple's action is a deviation from its previous stance during the pandemic and the post-pandemic period, where it was among the few tech giants that did not resort to workforce reductions. This was a time characterized by a significant hiring spree across the tech industry, driven by increased digital engagement and expenditure from consumers confined to their homes.

Despite the industry's substantial growth during this period, there's a noticeable shift towards downsizing as companies strive to streamline operations amidst slowing growth.

This news arrives in the wake of similar announcements from other major players in the technology sector. Amazon has recently declared another round of layoffs within its cloud computing division, AWS. Similarly, notable companies like Electronic Arts, Sony, Cisco Systems, and Snap have also embarked



on workforce reduction strategies, indicating a broader trend of recalibration within the tech industry.

Apple, with a workforce of approximately 161,000 full-time employees as per recent filings, joins this list of companies making tough decisions in an effort to align their resources with their current operational goals.

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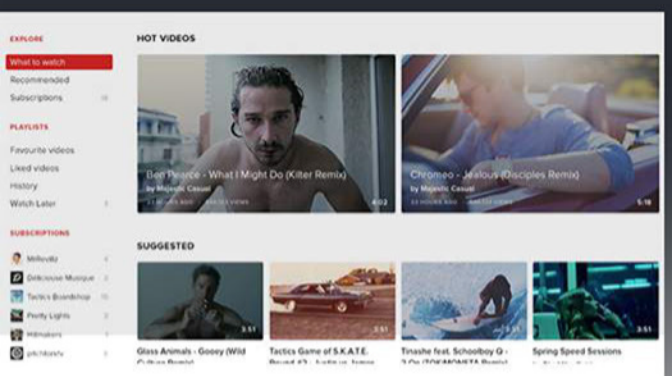

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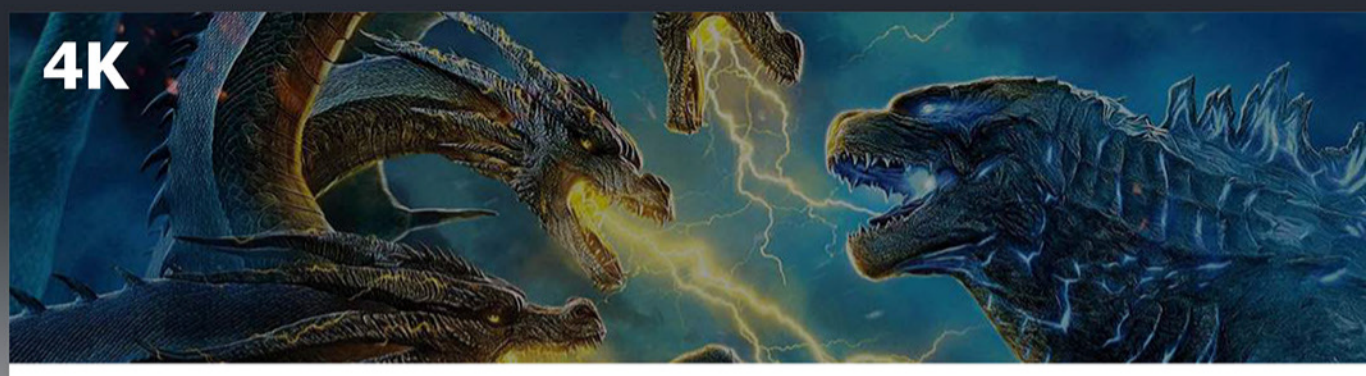

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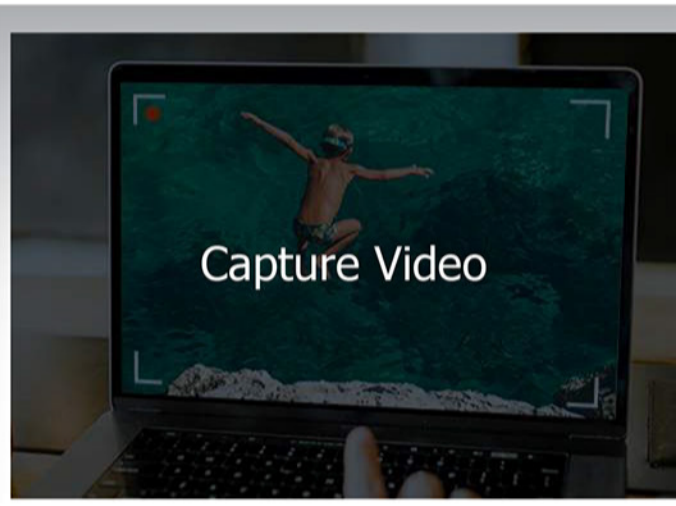

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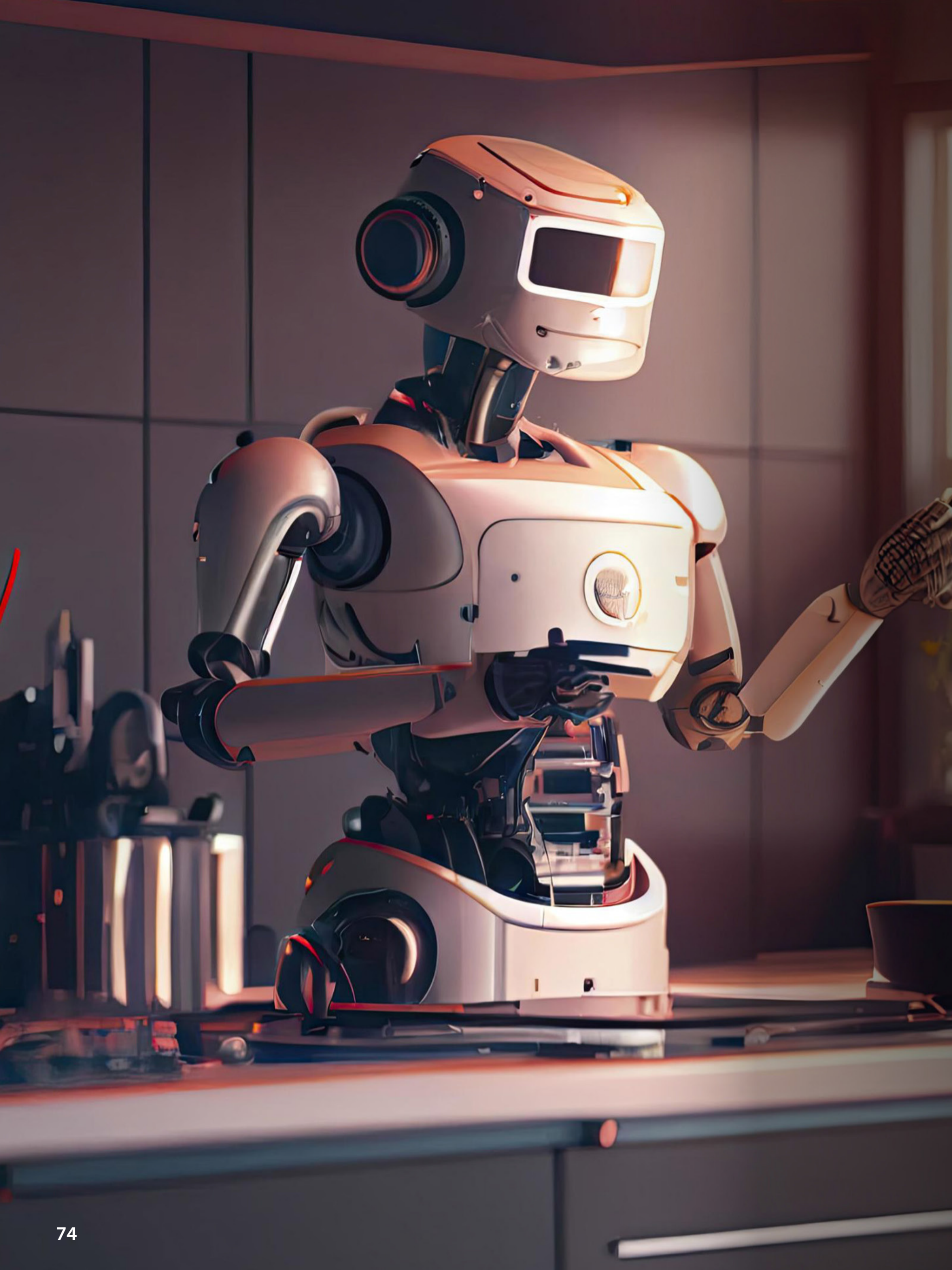
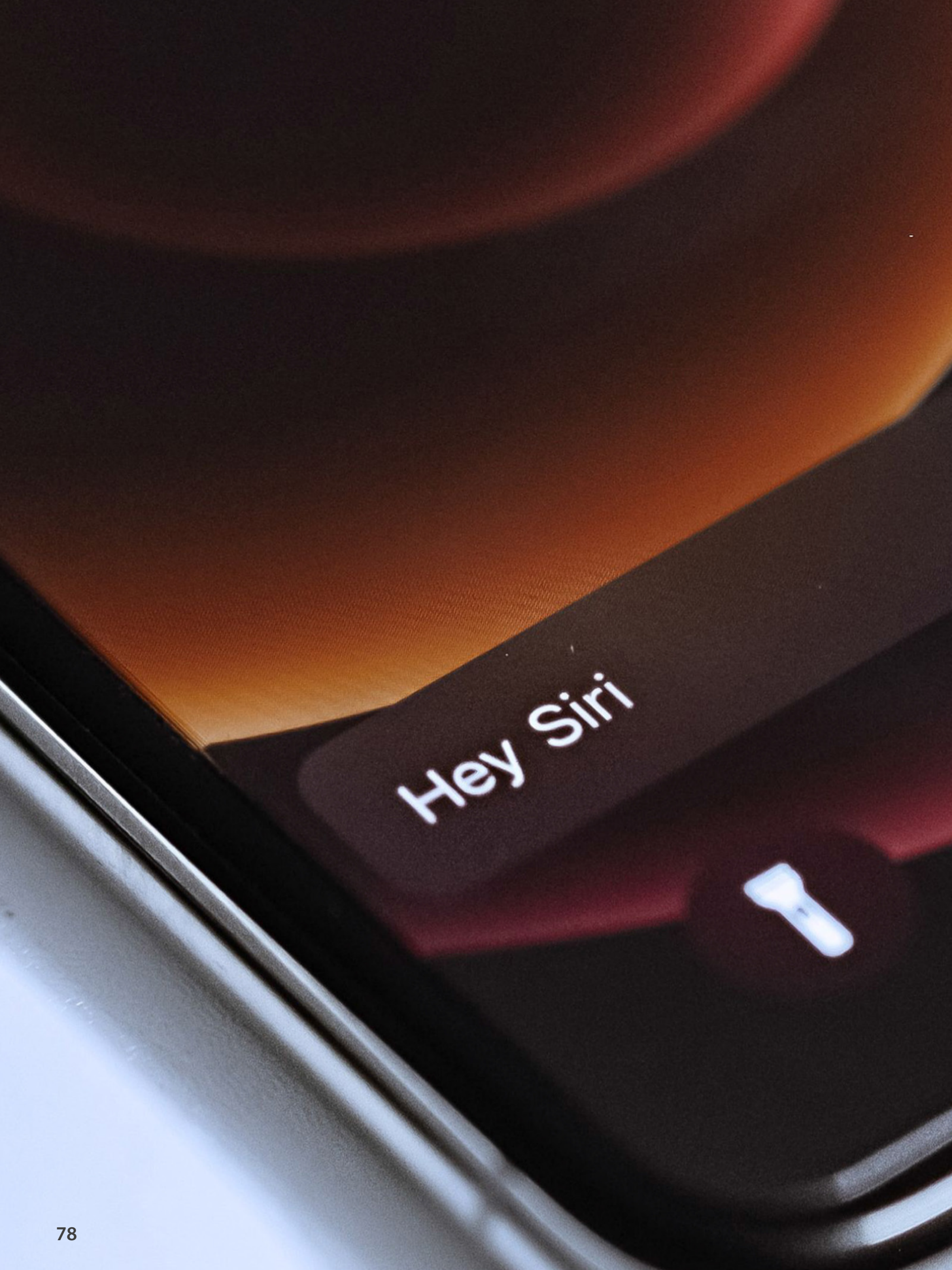


Forward

APPLE VENTURING INTO NEW REALMS OF PERSONAL & HOME ROBOT TECH

Apple is renowned for its innovation and unparalleled quality of its products. From the revolutionary iPhone to the iconic Mac, Apple has set benchmarks that others strive to reach. However, the technology landscape is shifting dramatically, and Apple is venturing into uncharted waters in robotics and AI to maintain its leadership and continue to thrive.


Hey Siri

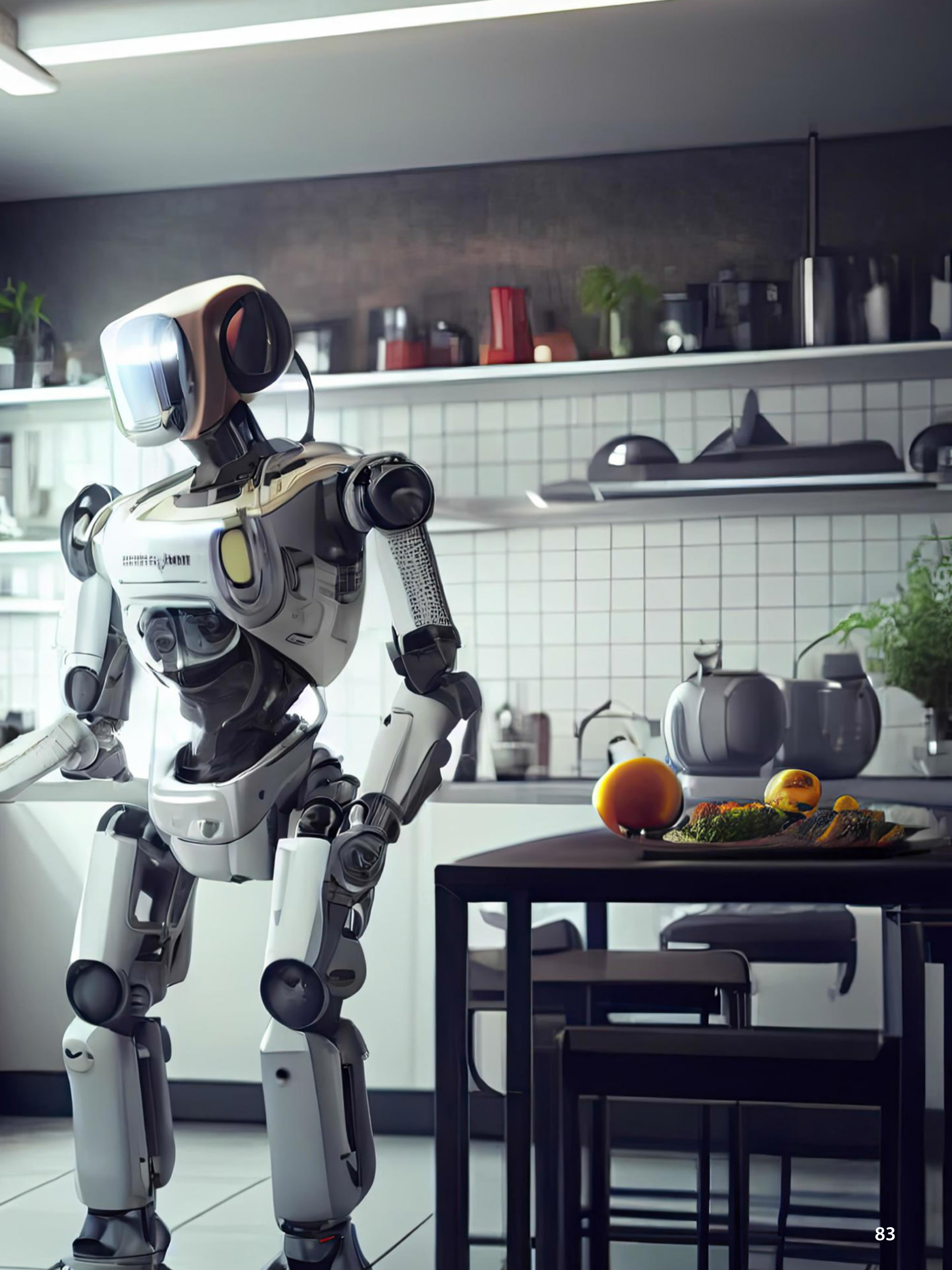
THE FUTURE OF TECHNOLOGY

There's no denying that the 2020s have brought about an unrecognizable change in the world of technology, with new players popping up and enjoying billion-dollar success virtually overnight. The successes and advancements of companies like Tesla, NVIDIA, and OpenAI demonstrate the importance of constant innovation and investment. In 2024, we'll likely see the fruits of Apple's recent labor come to the forefront. **Apple is preparing a strategic pivot towards AI, robotics, and other futuristic technologies** and investors and analysts are at odds over the potential directions and innovations the Cupertino-based giant might embrace in response to the changing technological paradigm. One thing is for certain: the Apple we know and love today will look very different in five years, and its 'Next Big Thing' could be just around the corner.

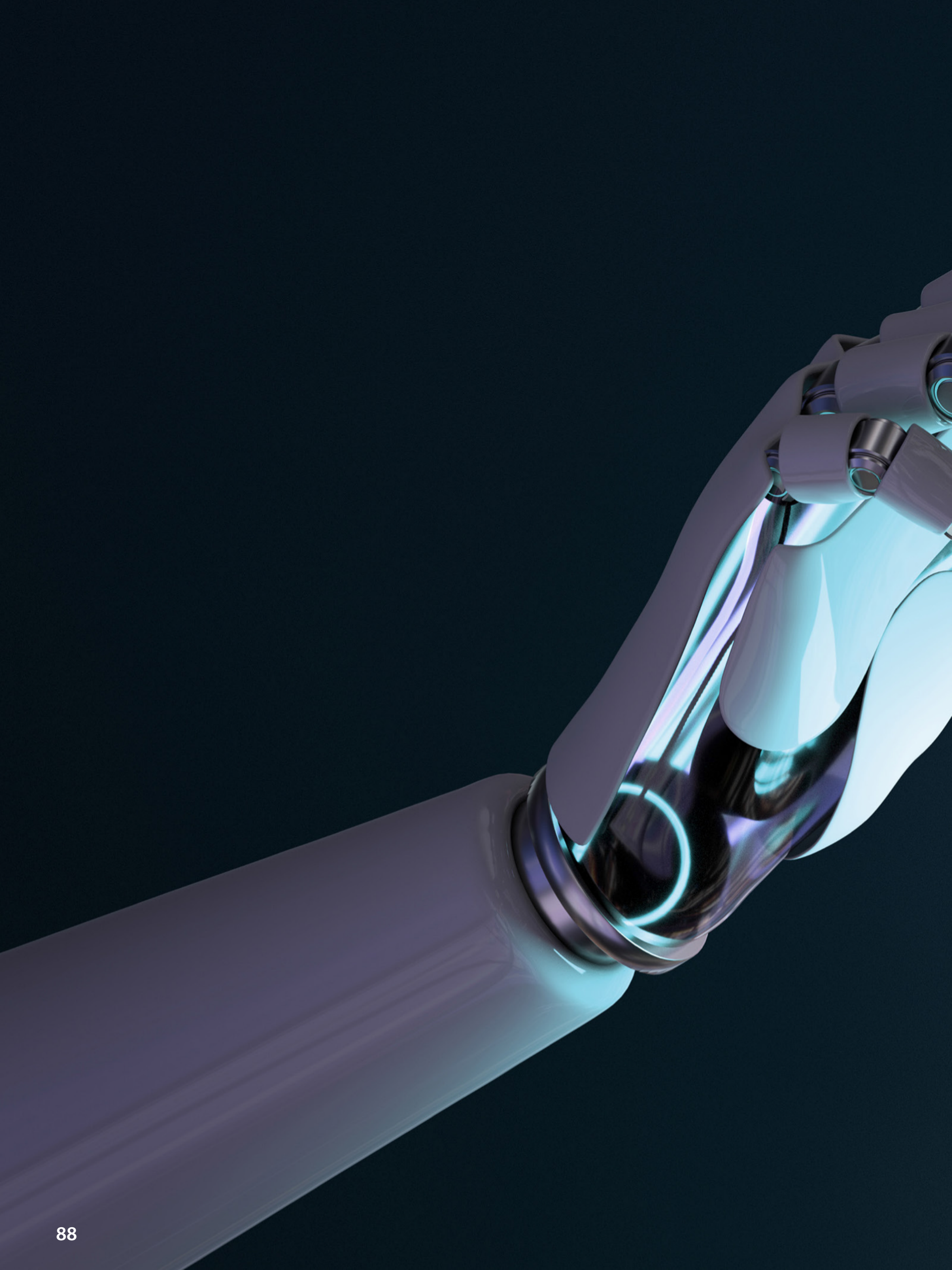
Apple's journey has been marked by groundbreaking products that have reshaped industries. The Macintosh introduced a new era of personal computing, while the iPhone set the standard for smartphones, embedding itself as a linchpin in modern digital life. These innovations were not just products but harbingers of new eras, setting the stage for Apple's dominance. However, as the digital landscape evolves, there are other options than resting on laurels for a forward-thinking entity like Apple. The firm needs something new to show it's still at the top of its game. But **it could be software rather than a product that comes next.**

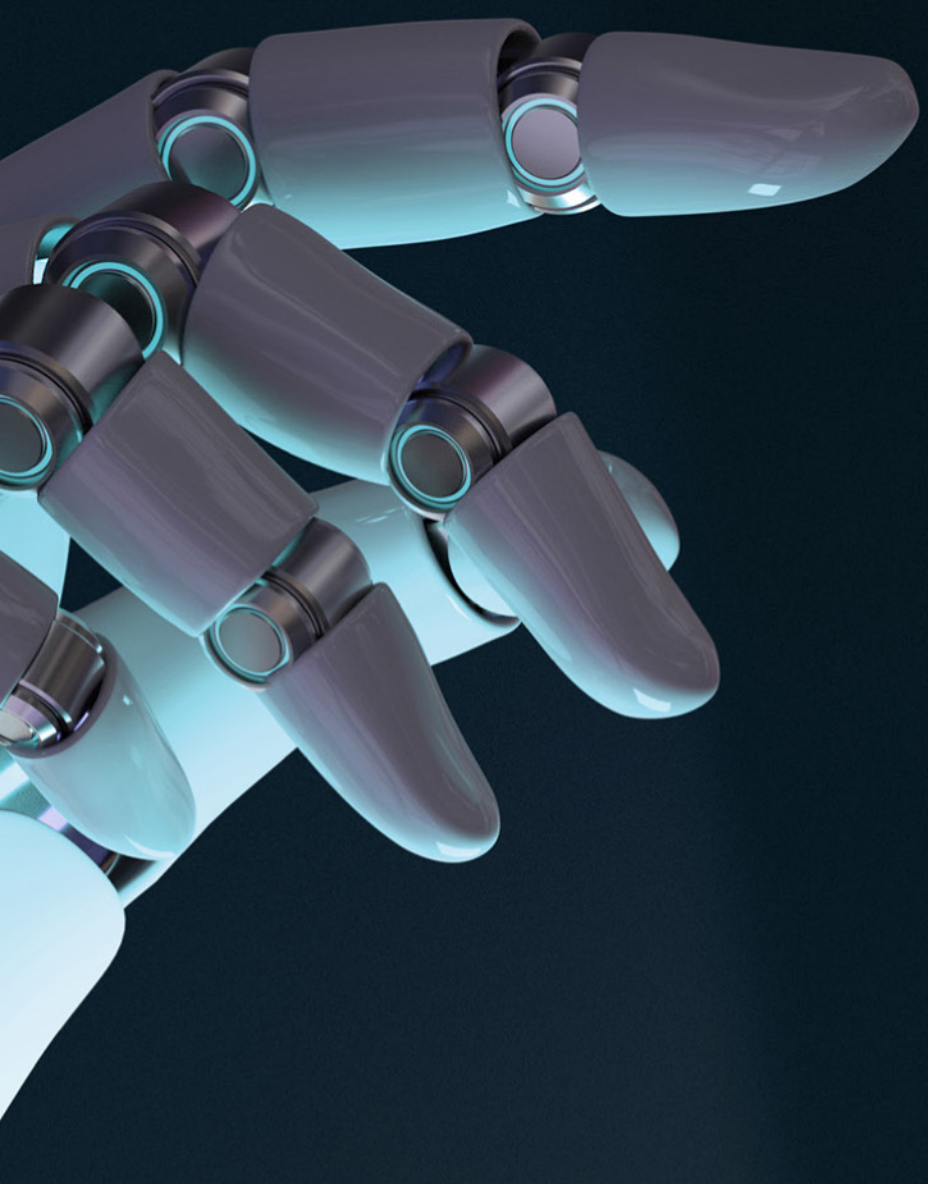
The surge in AI and robotics represents a technological paradigm shift akin to the

THX



transition from feature phones to smartphones. Apple's interest in AI is not entirely new; it has been a subtle yet integral part of products like Siri and the iPhone's camera system. However, the current AI revolution demands a more profound and extensive integration of AI across Apple's product line and operational philosophy. AI's potential extends far beyond voice assistants and photo algorithms. It is about creating systems that can learn, adapt, and interact in ways that were previously the domain of science fiction. For Apple, this means not just incorporating AI into products but rethinking how products are designed, manufactured, and integrated into the ecosystem. The Apple AI, a term that may soon become as familiar as Siri or iOS, could redefine personal computing, home automation, and how we interact with the digital world. There have been countless think pieces on **Siri and its fall from grace,** but 2024 could be the year that changes things. We've already seen Tim Cook confirm that the company would be making some serious AI announcements this year. In April, the company announced it had developed a new language model "superior" to the **market leader ChatGPT.** However, we won't know for certain until the company makes announcements later in the year. However, invites for this year's Worldwide Developers Conference have already been sent out, and some eagle-eyed viewers have **spotted not-so-subtle hints about AI and generative technologies.** So, we're just a couple of months away from huge unveilings.





ROBOTICS AT APPLE

Robotics, particularly in the context of home assistance, presents a compelling opportunity for Apple. The vision is not just about creating robots but about redefining the concept of home assistance. Imagine a device that not only responds to commands but anticipates needs, learns preferences, and integrates seamlessly with the array of devices in the Apple ecosystem. This vision aligns with the broader trend of smart homes but takes it a step further, with robotics infused with Apple's design ethos and user-centric philosophy. Apple has engineering teams working on various in-home robotic devices and the AI software and functionality that might be able to make a home robot useful.

AI chief John Giannandrea is reportedly working on several exciting robotics prototypes at the company, with one being a **mobile robot that would follow users around the home** like an iPad on wheels. It's thought that the robot would be able to facilitate FaceTime calls, monitor smart home technology, monitor users in their home and their health and well-being, carry out simple tasks, and answer everyday queries. It's a more advanced version of the HomePod and could further elevate the company's robotics arm. According to Bloomberg's Mark Guramn, Apple is exploring AI algorithms to help robots navigate cluttered spaces in homes. It's thought Apple wants to design a robot that would clean and do chores much like **Rosey in the Jetsons** but that it's "too complicated for now." Instead, an entry-level robot would come first. Another Apple project

reportedly in development over at Apple is an "advanced table-top home device" where robotics are used to move a display around. The device is a robotic motor on a small stand. It would mimic a person's head movements on a FaceTime video call, such as a nod precisely lock on to a single person during a group FaceTime call. It's been "added and removed from Apple's product roadmap" over recent years. An a**dvanced HomePod with a display is also expected.**

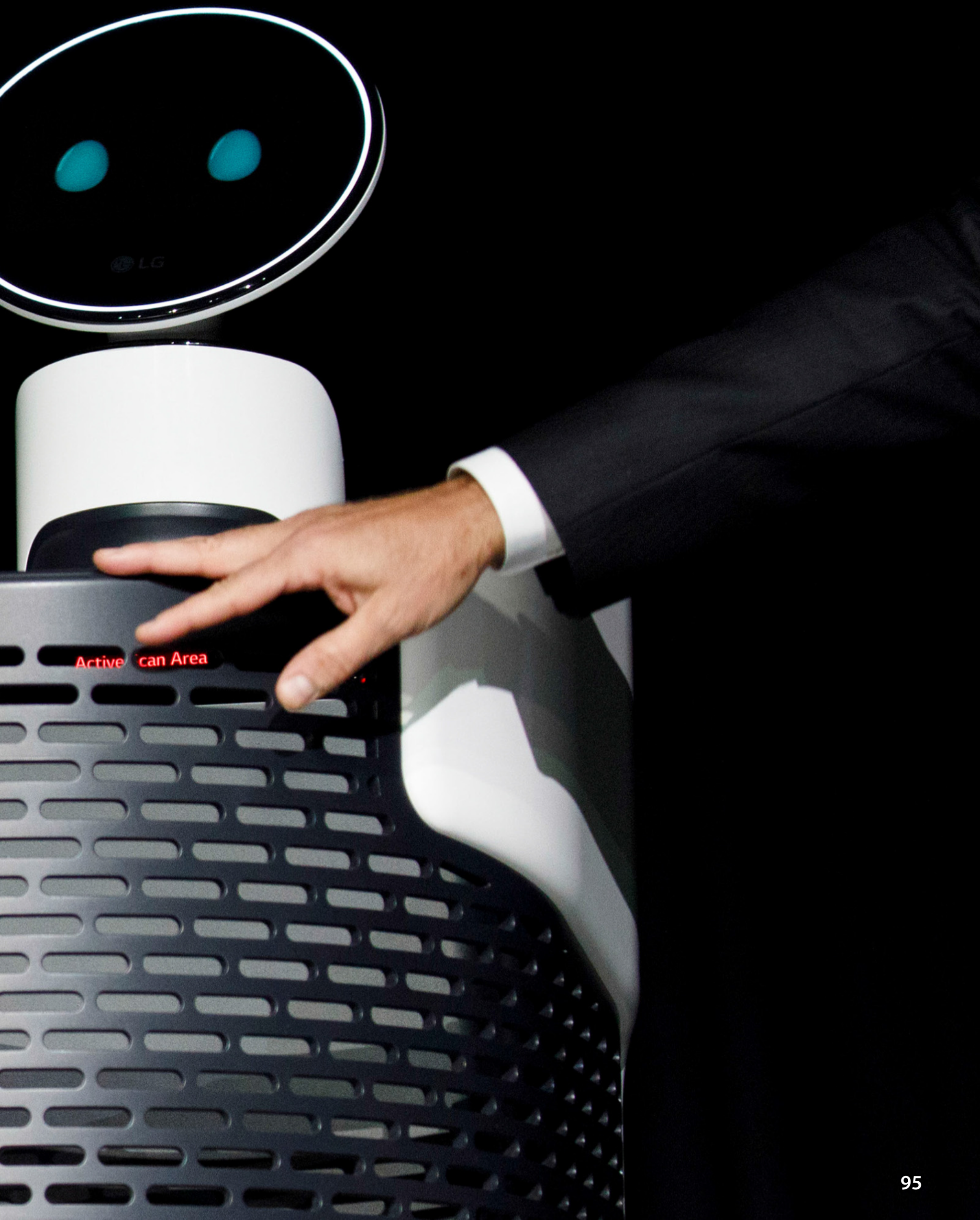
The narrative of P**roject Titan, Apple's ambitious but ultimately shelved car project,** serves as a cautionary tale. The significant investments and the eventual pivot away from building an Apple-branded car underscore the complexities of venturing into new technological arenas. However, rather than a mere setback, Project Titan represents a learning curve, offering valuable insights into managing large-scale, innovative projects, especially in areas outside Apple's traditional expertise. The teams involved in the project will disperse through the Apple family and share their knowledge and learning in new ways, which could be great news for robotics and artificial intelligence at the Cupertino company in the years ahead.

THE ROAD AHEAD

The iPhone, once a revolutionary device, is now the baseline, the starting point for a new era of innovation. The technology that powers the iPhone, from its advanced sensors to its computing capabilities, is set to become the foundation for a range of new products and

services. Personal home assistants, powered by the forthcoming Apple AI, could be the first in a series of innovations that expand Apple's reach into our homes and daily lives.

The transformation from a company known for its computers and smartphones to one that is a leader in AI and robotics is not just about expanding the product portfolio. It's about reimagining the role of technology in our lives, creating devices and systems that are not just tools but partners in navigating the complexities of the modern world.


LG
Active Scan Area

The excitement is palpable as Apple stands at the threshold of this new era. The journey ahead is fraught with challenges and uncertainties, but if history is any indicator, Apple's foray into AI, robotics, and beyond will likely be another chapter in its legacy of innovation.

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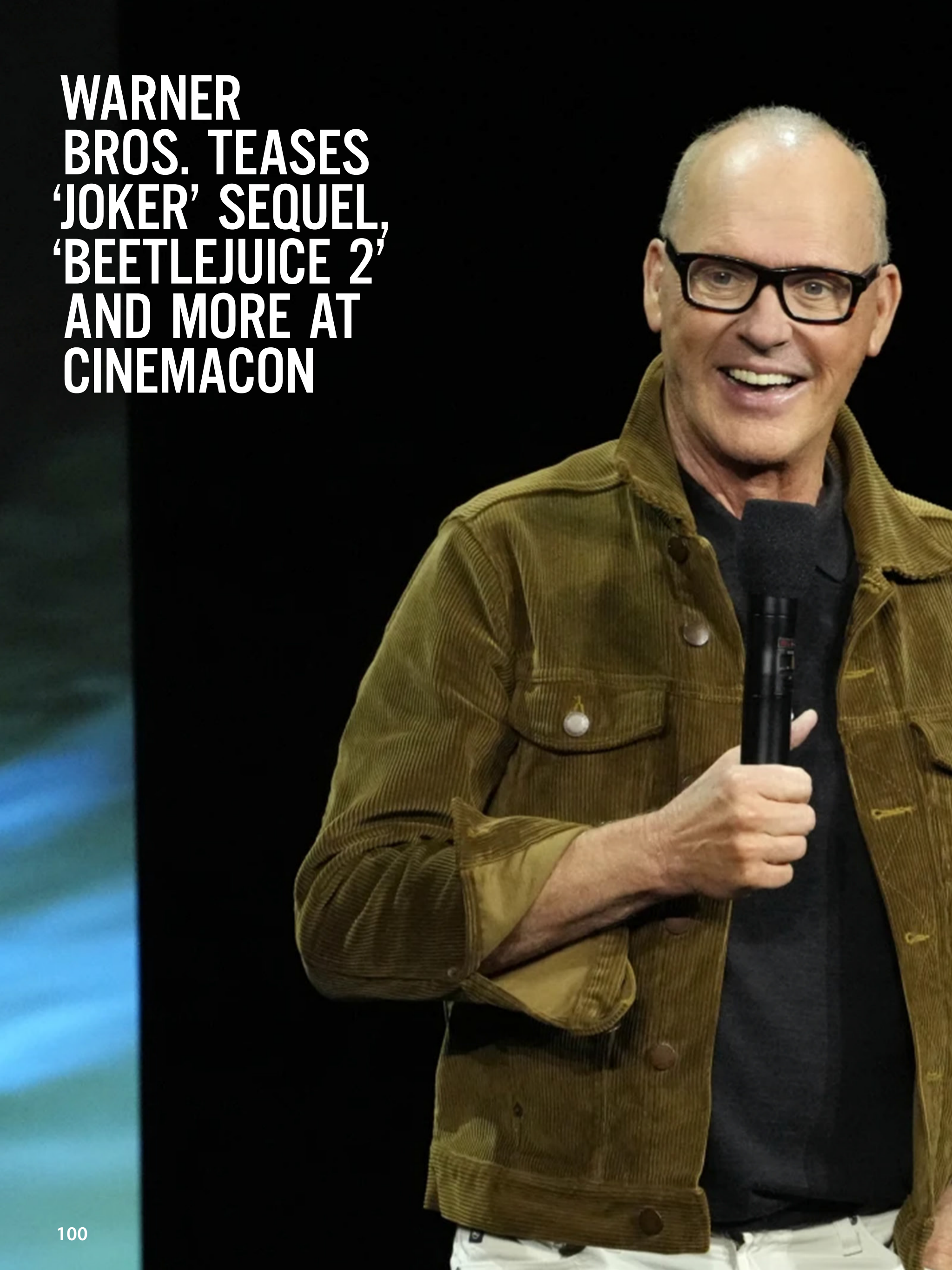
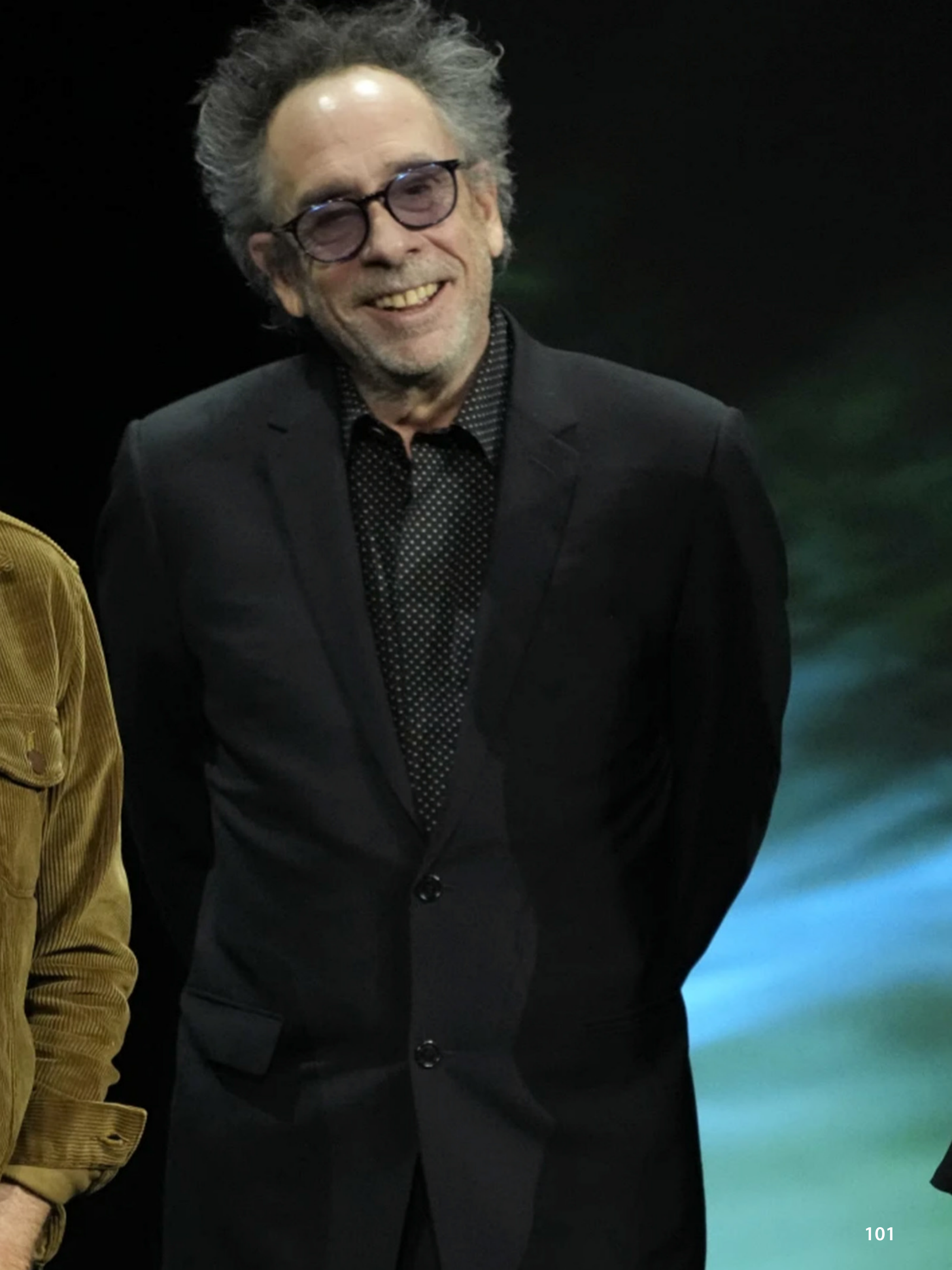
WARNER BROS. TEASES ‘JOKER’ SEQUEL, ‘BEETLEJUICE 2’ AND MORE AT CINEMACON





Warner Bros. isn't resting on its " Barbie " laurels: The 100-year studio has its sights on a record-breaking 2024 as well, with a release slate that includes a new Mad Max film, " Furiosa," Kevin Costner's two-part Western epic, " Horizon: An American Saga, " the " Beetlejuice " sequel, and "Joker: Folie à Deux," which brings Lady Gaga to Gotham City.

The studio was first up Tuesday night to dazzle theater owners who are gathered this week in Las Vegas for the annual CinemaCon convention and trade show. They came armed with stars, including the likes of Kevin Costner, Michael Keaton, Robert Pattinson, Anya Taylor-Joy and Chris Hemsworth, as well as footage and trailers to show.

"Joker" director Todd Phillips showed the audience a trailer for "Joker: Folie à Deux," out Oct. 4, which brings Joaquin Phoenix back as the violent and mentally ill Arthur Fleck and introduces Gaga's Harley Quinn. Phillips thanked the exhibitors in the room for helping the first movie become such a big success.

Addressing rumors that the sequel is a musical, Phillips said that he hasn't referred to it as such.

"It's a movie where music is an essential element," Phillips said. "To me that doesn't veer very far from the first film."

Before its world premiere at the Cannes Film Festival next month and theatrical release on May 24, "Furiosa" director George Miller stars Taylor-Joy and Hemsworth, spoke a bit about the prequel and showed some explosive new footage.

"We just finished last week," said the 79-year-old filmmaker, whose first Mad Max film came out 45 years ago.

FOLIE

This new film is focused on a young Furiosa, who was played by Charlize Theron in "Mad Max: Fury Road," the 2015 blockbuster that made over $300 million at the box office and won four Oscars.

"This is the story of one woman's relentless commitment to impossible hope," Taylor-Joy said. "We see her go through everything."

Hemsworth plays a warlord named "Dementus."

The audience was especially excited to hear from Kevin Costner, who will be back in theaters this summer with a two-part Western, "Horizon: An American Saga," which he directed, co-wrote and stars in. Set during the Civil War, Costner wanted to look at the idea of the promise of America.

"It was the promise that if you could come west, if you could survive it, you could make a home at the expense of a lot of things," Costner said. "To me, that's drama."

The film is getting an unconventional release, with "Part 1" hitting theaters on June 28 followed by "Part 2" on Aug. 16. The ensemble includes Sienna Miller, Sam Worthington, Danny Huston and "Stranger Things" breakout Jamie Campbell Bower.

"A lot of people like plot movies," Costner said. "I have a tendency to like journey movies."

"Horizon: An American Saga" will premiere at Cannes next month as well.

Tim Burton was also on hand to hype "Beetlejuice Beetlejuice," the sequel to his 1988 hit, which brings back Keaton, Winona Ryder and Catherine O'Hara to reprise their roles, and introduces new characters played by Jenna Ortega, Monica Bellucci, Willem Dafoe and Justin Theroux. It opens in theaters on Sept. 5.

Burton said he always related to Lydia Deetz and wanted to know what happened to the Deetz women over the years and was happy that Ryder, O'Hara and Keaton were on board too.

"It was like a weird family reunion," Burton said.

Keaton said they had discussed the possibility many times over the years and they finally got it right. "It's good. It's really, really good," Keaton said. "In fact, it's great."

Oscar-winning director Bong Joon-ho showed a trailer for his new film, "Mickey 17," starring Robert Pattinson, which will be in theaters in Jan. 2025.

"It's about a simple man who ultimately ends up saving the world," the "Parasite" director said through a translator. "It's a very strange type of hero's journey."

Pattinson called the story unusual, funny and bizarre. "I was told, you're going to love the script, but the part is impossible," he said.

Warner Bros. is also at work rebooting its DC superhero universe, under the supervision of Peter Safran and James Gunn, who is currently filming the new "Superman" in Atlanta for a summer 2025 release. Before that, the studio is releasing a documentary about the first cinematic Superman, Christopher Reeve, which they acquired out of Sundance. "Super/Man: The Christopher Reeve Story" will be in theaters in September.

Three years after the studio's former leaders made the decision to release all of their films day-and-date in theaters and on its streaming service, Warner Bros. has reestablished itself as a vital part of the movie theater ecosystem.

In December, they made the unconventional move t o release three major films in short order:

"Wonka,""Aquaman and the Lost Kingdom" and "The Color Purple." It was done in agreement with theater owners who said that they needed more films. Those movies, domestic distribution president Jeff Goldstein said, cumulatively made over $1 billion globally, and the studio was responsible for approximately 50% of the box office at Christmas.

This year has gotten off to a strong start too, propelled by "Wonka" and leading into " Dune: Part Two " (both have made over $600 million globally) and "Godzilla x Kong" which has surpassed $300 million at the box office.

"Storytelling is our business," Goldstein said. "We are committed to making big, crowd-pleasing, event movies."

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AT MOVIE INDUSTRY CONVENTION, LEADERS SAY BLOCKBUSTERS ALONE AREN'T ENOUGH

Movie theater owners are still feeling the high from " Barbenheimer." The counterprogramming of "Barbie" and "Oppenheimer" brought audiences to cinemas around with the world, ultimately earning nearly $2.5 billion in combined ticket sales. But, gathered in Las Vegas this week for the annual CinemaCon convention and trade show, they're also acutely aware that they need more than two movies to survive.

"It is not enough to rely solely on blockbusters," said Michael O'Leary, the president and CEO of the National Association of Theater Owners. "To have a truly successful filmed entertainment industry, a variety of movies that appeal to movie goers is critical."

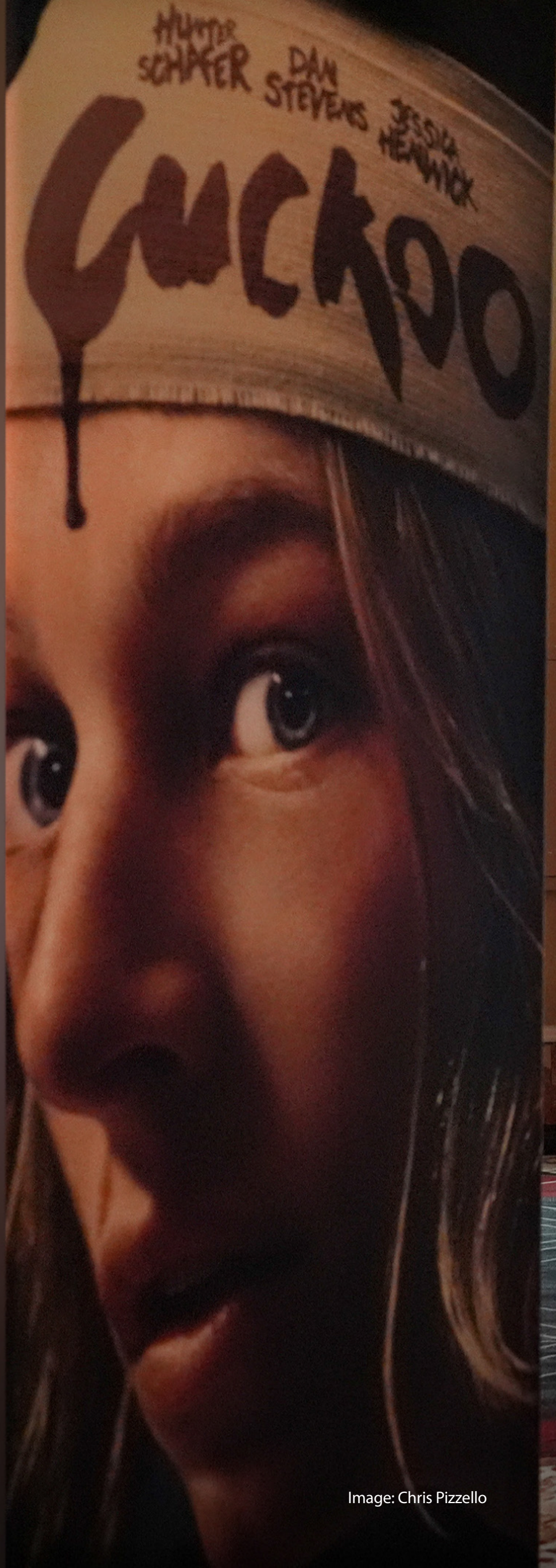

Image: Chris Pizzello

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Image: Chris Pizzello

That means, O'Leary said, "a strong and vibrant market for movies with smaller or medium sized budgets."

At CinemaCon, Hollywood studios, exhibitors and tech companies come together to preview what's next in moviegoing, from the films that they hope will get audiences to the theaters to the latest and greatest in snacks, seating and projection. On stage, the message is (by design) optimistic about the future of cinemas and the industry's capacity for evolution. Whether it's streaming, piracy, VHS or television, the leaders in the filmed entertainment industry are always quick to remind that their business has survived its share of existential crises: Someone is always forecasting its demise.

O'Leary made a plea to "our friends in the financial industry" to invest more capital into the system, calling it a "smart investment" that benefits "creatives, studios, exhibition, local communities and, most importantly, movie fans."

"We know that a movie that begins its journey with theatrical exclusivity is more successful in every subsequent ancillary platform," he added. "This should appeal to people who want as many film fans as possible to see their movies, but also to people that want to make money."

Studios including Warner Bros., Universal Pictures, Paramount, Disney and Lionsgate will all take the big stage at Caesar's Palace to show new trailers or footage from their biggest upcoming films, from "Furiosa" to "Deadpool & Wolverine," sometimes with the help of movie stars, to stoke excitement in the people who will put these films in their theaters.

2023 was a rollercoaster year for movie theaters. The overall box office was up 20% from the previous year in the U.S., surpassing $9 billion. But that's still $2 billion shy of where the business was pre-pandemic. There were hits, like "Oppenheimer" and "Barbie," of course, and other notable successes from traditional studios, like "The Super Mario Bros. Movie," "Spider-Man: Across the Spider-Verse," "Wonka" and "Guardians of the Galaxy Vol. 3." There were surprises like "Five Nights at Freddy's" and "Cocaine Bear" and sleepers like "Anyone But You."

There were also moments of successful innovation, including Taylor Swift and Beyoncé's groundbreaking partnership with AMC Theaters to release their concert films, circumventing traditional studio middlemen. " Taylor Swift: The Eras Tour " made over $260 million worldwide, making it the highest grossing concert film of all time. Toho studios also self-distributed its first film ever, with "Godzilla Minus One," which made over $114 million worldwide even with a limited release in the U.S.

But there were flops and disappointments too, and some of the tried-and-true genres like superhero movies proved to no longer be the industry supporting tentpoles that they once were. Streamed entertainment continues to be a formidable competitor for eyes and dollars as everyone continues to recover from the pandemic. In 2024, theater owners and studios are also having to grapple with a changed and somewhat depleted pipeline of films following the work stoppage caused by the dual Hollywood strikes.

But O'Leary said that a "great reimagination" is underway.

Image: Chris Pizzello

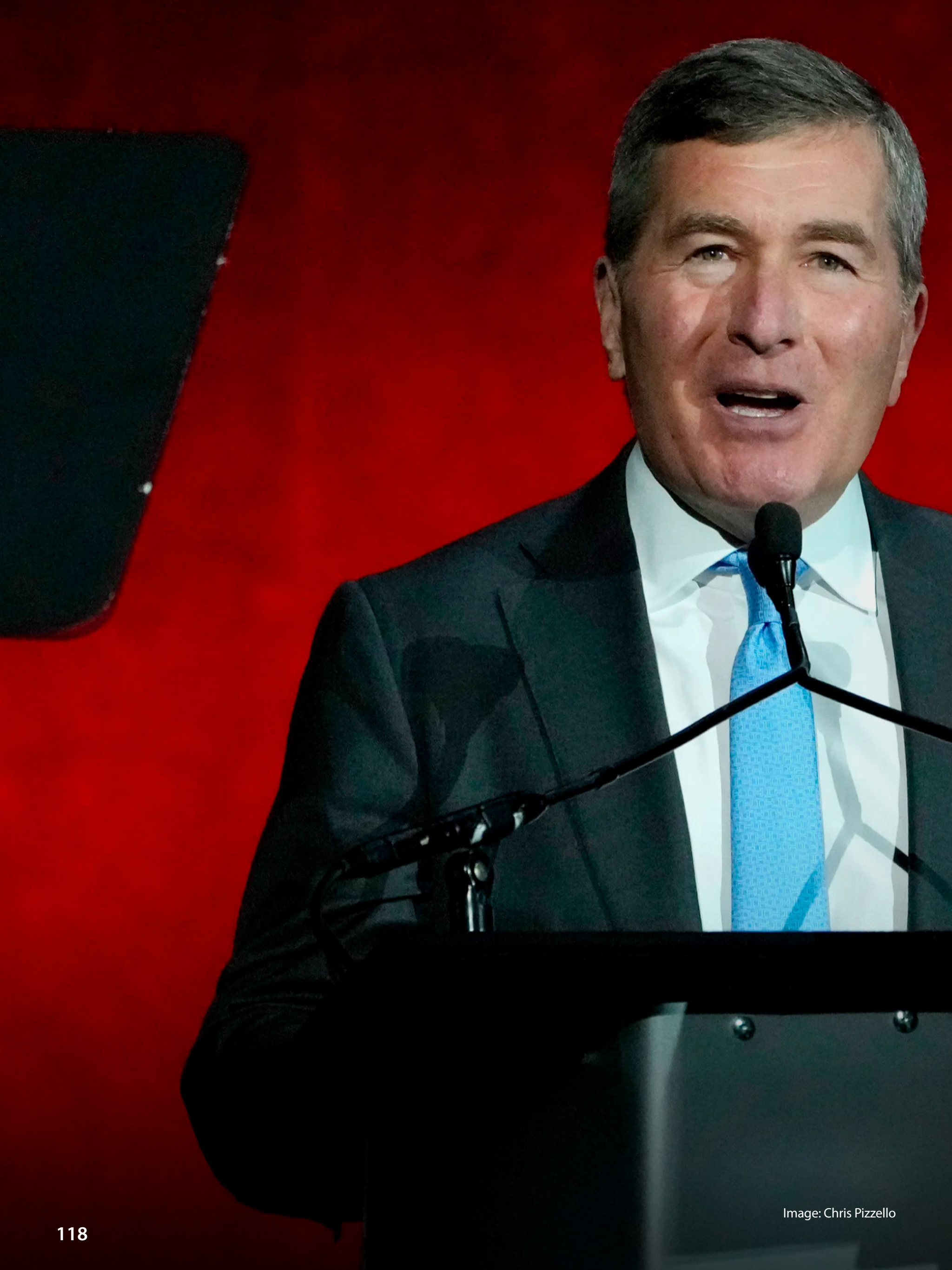

Image: Chris Pizzello

"Inflection points like these are moments of opportunity," he added. "And this last year has shown me that the future of this industry—indeed, the state of this industry—is limitless."

Charles Rivkin, the chairman and CEO of the Motion Picture Association, talked about the importance of film productions in the U.S., which he said "bolster communities" and account for 2.74 million American jobs. He also made an impassioned plea to combat piracy, which he said costs theaters more than $1 billion at the box office, and hopes to work with Congressional leaders to put for "site-blocking" legislation.

Rivkin closed by quoting best documentary winner and AP journalist Mstyslav Chernov's Oscars speech from earlier this year, in which he said that "Cinema forms memories and memories form history" while accepting the statuette for "20 Days in Mariupol."

Chernov's words, Rivkin said, "Reminded us of the power and impact of what we do."

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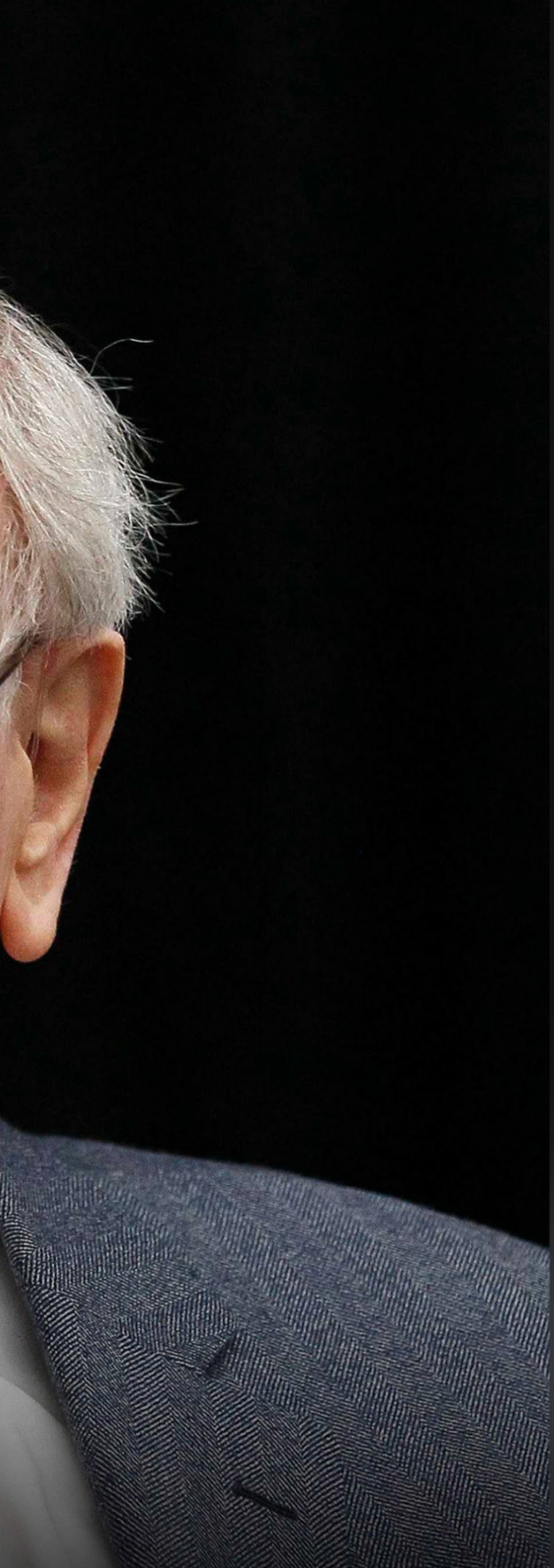


WARREN BUFFETT HAS LEFT THE TABLE. HOMELESS CHARITY ASKS INVESTORS TO BID ON MEAL WITH SOFTWARE CEO

The California homeless charity that received $53 million over the years from investors who wanted a private lunch with billionaire Warren Buffett has found a new business executive to auction off a meal with.

The Glide Foundation said that it will hold an auction on eBay next month for a private lunch with Salesforce Chairman and CEO Marc Benioff. The San Francisco-based charity helps the homeless and those in poverty in the same city where Benioff oversees a software empire.

The final auction of a lunch with Buffett two years ago attracted a record $19 million price that isn't likely to be matched. The revered investor has legions of devoted followers who fill an Omaha arena every spring at Berkshire Hathaway's annual meeting to listen to Buffett's insights, and he had said ahead of time that 2022 would be his last auction.

Still, Glide hopes that the Benioff auction will also raise significant funds to support the organization's $31 million budget, which provides meals, health care, job training, rehabilitation and housing for the poor and homeless. Buffett said it always amazed him how the charity helped people in difficult situations find hope again.

"We are so grateful that Marc Benioff is continuing Warren Buffett's legacy of supporting San Francisco's most vulnerable," said Dr. Gina M. Fromer, Glide's President and CEO.

Buffett's first wife, Susie, introduced him to Glide after she volunteered there following her move to the city, and she suggested starting the lunch auction in 2000. She died in 2004, but the connection endured.

Image: Norm Betts

Buffett endorsed the new arrangement from his office at Berkshire's small headquarters in Omaha, Nebraska. Benioff has urged his fellow CEOs to do more to help the homeless and remedy the inequalities in society that they helped create. He's also taken stands on polarizing issues such as gay rights, climate change and gun control.

"The baton is in the right hands with Marc Benioff," Buffett said. "He's going to do a wonderful job improving on what I did over the years. With Marc's enthusiasm and commitment, along with GLIDE's leadership and volunteers, GLIDE will be able to continue providing its vital services for San Francisco."

Benioff said he's "incredibly humbled to continue Warren's legacy" with the lunch auction.

Just as the Buffett auctions did, the weeklong Benioff lunch auction will begin May 5 with an opening bid of $25,000 and continue through June 10.

Organizers have their work cut out for them if they're attempting to match Buffett's record. Starting in 2008, every winning bid for lunch with the investing giant topped $1 million.

One past winner, Ted Weschler, received a job offer from Buffett's company after he spent nearly $5.3 million on two auctions in 2010 and 2011. Weschler now works as an investment manager for the conglomerate, which owns an eclectic assortment of companies including Geico insurance, BNSF railroad, See's Candy, several major utilities and Dairy Queen.

Image: Saul Loeb

BIDEN ADMINISTRATION ANNOUNCES $6.6 BILLION TO ENSURE LEADING-EDGE MICROCHIPS ARE BUILT IN THE US

The Biden administration pledged this week to provide up to $6.6 billion so that a Taiwanese semiconductor giant can expand the facilities it is already building in Arizona and better ensure that the most-advanced microchips are produced domestically for the first time.

Commerce Secretary Gina Raimondo said the funding for Taiwan Semiconductor Manufacturing Co. means the company can expand on its existing plans for two facilities in Phoenix and add a third, newly announced production hub.

"These are the chips that underpin all artificial intelligence, and they are the chips that are the necessary components for the technologies that we need to underpin our economy," Raimondo said on a call with reporters, adding that they were vital to the "21st century military and national security apparatus."

The funding is tied to a sweeping 2022 law that President Joe Biden has celebrated and which is designed to revive U.S. semiconductor manufacturing. Known as the CHIPS and Science Act, the $280 billion package is aimed at sharpening the U.S. edge in military technology and manufacturing while minimizing the kinds of supply disruptions that occurred in 2021, after the start of the coronavirus pandemic, when a shortage of chips stalled factory assembly lines and fueled inflation.

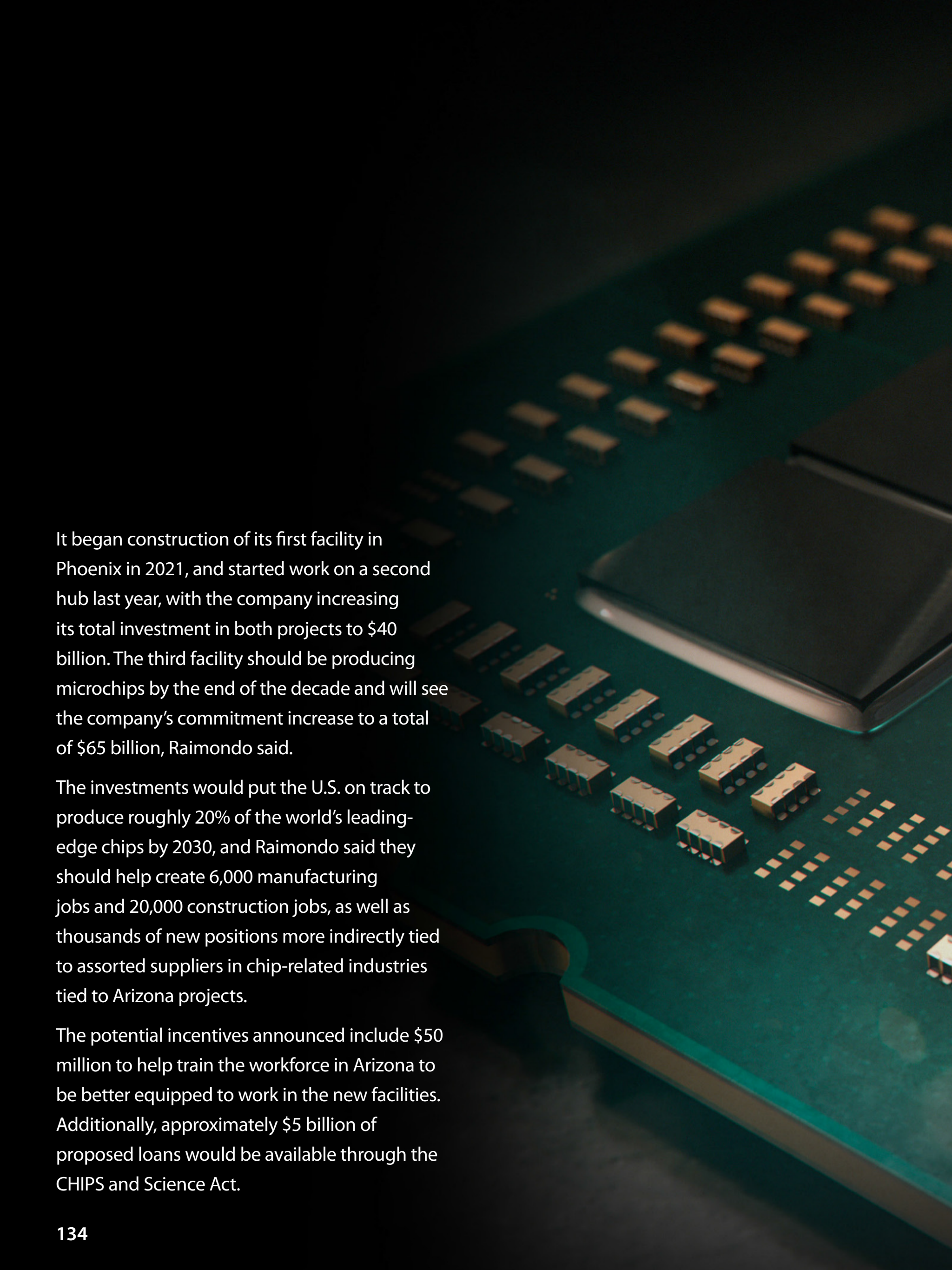
The Biden administration has promised tens of billions of dollars to support construction of U.S. chip foundries and reduce reliance on Asian suppliers, which Washington sees as a security weakness.

"Semiconductors – those tiny chips smaller than the tip of your finger – power everything from smartphones to cars to satellites and weapons systems," Biden said in a statement. "TSMC's renewed commitment to the United States, and its investment in Arizona represent a broader story for semiconductor manufacturing that's made in America and with the strong support of America's leading technology firms to build the products we rely on every day."

Taiwan Semiconductor Manufacturing produces nearly all of the leading-edge microchips in the world and plans to eventually do so in the U.S.

Image: Steven Senne

Image: Maurice Tsai



It began construction of its first facility in Phoenix in 2021, and started work on a second hub last year, with the company increasing its total investment in both projects to $40 billion. The third facility should be producing microchips by the end of the decade and will see the company's commitment increase to a total of $65 billion, Raimondo said.

The investments would put the U.S. on track to produce roughly 20% of the world's leading-edge chips by 2030, and Raimondo said they should help create 6,000 manufacturing jobs and 20,000 construction jobs, as well as thousands of new positions more indirectly tied to assorted suppliers in chip-related industries tied to Arizona projects.

The potential incentives announced include $50 million to help train the workforce in Arizona to be better equipped to work in the new facilities. Additionally, approximately $5 billion of proposed loans would be available through the CHIPS and Science Act.

"TSMC's commitment to manufacture leading-edge chips in Arizona marks a new chapter for America's semiconductor industry," Lael Brainard, director of the White House National Economic Council, told reporters.

The announcement came as U.S. Treasury Secretary Janet Yellen is traveling in China. Senior administration officials were asked on the call with reporters if the Biden administration gave China a head's up on the coming investment, given the delicate geopolitics surrounding Taiwan. The officials said only that their focus in making the announcement was solely on advancing U.S. manufacturing.

"We are thrilled by the progress of our Arizona site to date," C.C. Wei, CEO of TSMC, said in a statement, "And are committed to its long-term success."

Image: Dita Alangkara

tsmc
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COURT UPHOLDS CALIFORNIA'S AUTHORITY TO SET NATION-LEADING VEHICLE EMISSION RULES

VOLT
chargepoint.

DISTRICT OF COLUMBIA
LINCOLN

California can continue to set its own nation-leading vehicle emissions standards, a federal court ruled this week — two years after the Biden administration restored the state's authority to do so as part of its efforts to reverse Trump-era environmental rollbacks.

The U.S. Court of Appeals for the District of Columbia Circuit blocked an attempt by Ohio, Alabama, Texas and other Republican-led states to revoke California's authority to set standards that are stricter than rules set by the federal government. The court ruled that the states failed to prove how California's emissions standards would drive up costs for gas-powered vehicles in their states.

Democratic Gov. Gavin Newsom, who often touts the state's leadership on climate policy, said the court ruling reaffirmed California's ability to fight the public health and environmental impacts of vehicle emissions.

"The clean vehicle transition is already here – it's where the industry is going, the major automakers support our standards, and California is hitting our goals years ahead of schedule," he said in a statement. "We won't stop fighting to protect our communities from pollution and the climate crisis."

The ruling comes ahead of a presidential election in which the outcome could determine the fate of environmental regulations in California and nationwide. Then-President Donald Trump's administration in 2019 revoked California's ability to enforce its own emissions standards, but President Biden later restored the state's authority. At the federal level, Biden has pledged that zero-emission vehicles will make

up half of new car and truck sales in the U.S. by 2030.

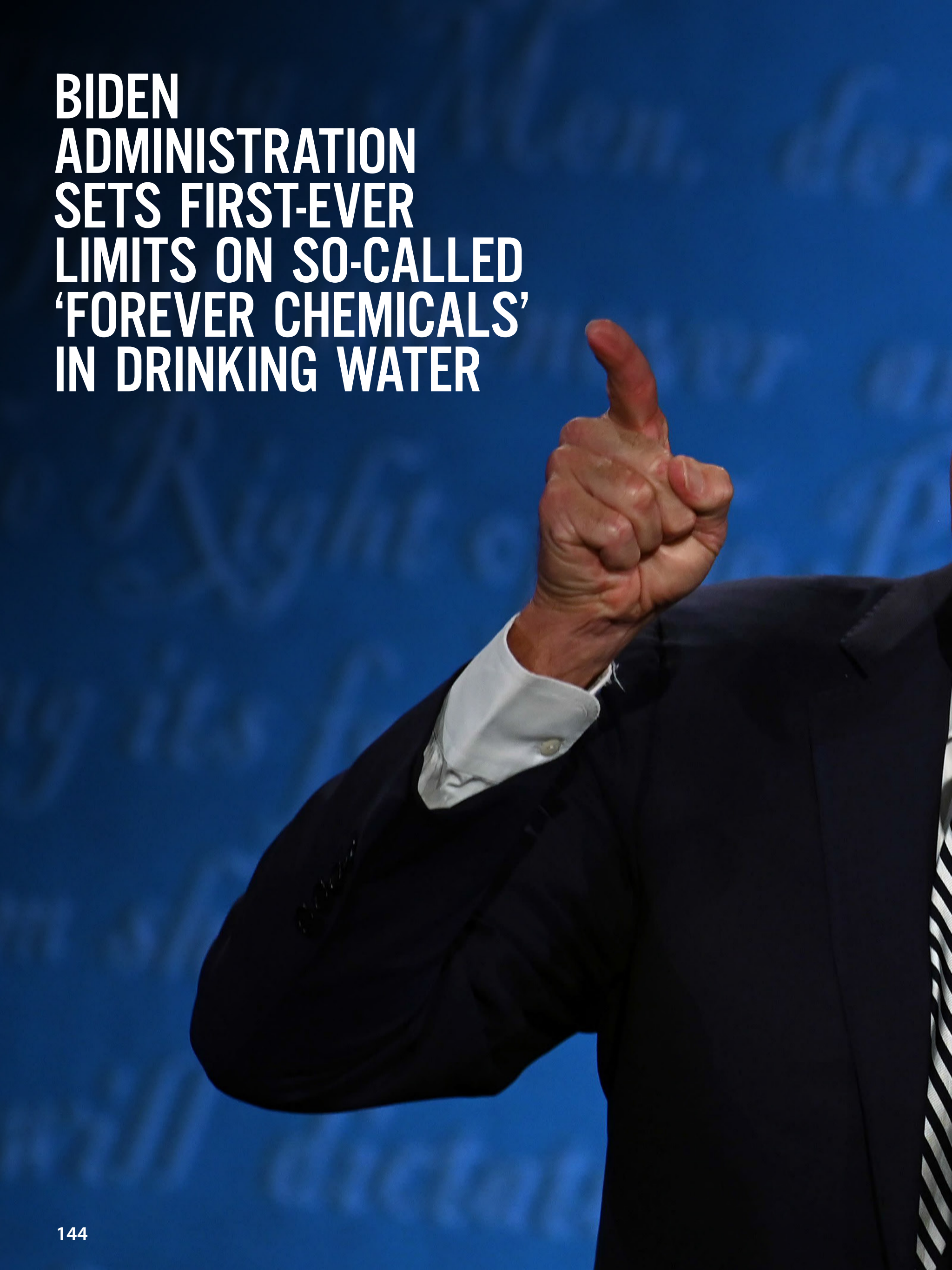
In 2022, Ohio led a coalition of states in filing a petition to attempt to block California's ability to enforce its own vehicle emissions standards, saying it violated the U.S. Constitution and infringed upon federal government authority.

Ohio Attorney General Dave Yost's office did not respond to email and phone requests for comment on the ruling.

For decades, California has been able to seek a waiver from the U.S. Environmental Protection Agency to set its own vehicle emission regulations. These rules are tougher than the federal standards because California, the nation's most populous state, has the most cars on the road and struggles to meet air quality standards. Other states can sign on to adopt California emission rules if they are approved by the federal government.

California is seeking a waiver from the federal government to ban the sale of all new gas-powered cars by 2035. Ford, Honda, Volkswagen and other major automakers already agreed to follow California vehicle emission standards. The state has also approved rules in recent years to phase out the sale of new fossil fuel-powered lawn mowers, large trucks that transport goods through ports and trains powered by diesel.

BIDEN ADMINISTRATION SETS FIRST-EVER LIMITS ON SO-CALLED ‘FOREVER CHEMICALS’ IN DRINKING WATER



The Biden administration finalized strict limits on certain so-called "forever chemicals" in drinking water that will require utilities to reduce them to the lowest level they can be reliably measured. Officials say this will reduce exposure for 100 million people and help prevent thousands of illnesses, including cancers.

The rule is the first national drinking water limit on toxic PFAS, or perfluoroalkyl and polyfluoroalkyl substances, which are widespread and long lasting in the environment.

Health advocates praised the Environmental Protection Agency for not backing away from tough limits the agency proposed last year. But water utilities took issue with the rule, saying treatment systems are expensive to install and that customers will end up paying more for water.

Water providers are entering a new era with significant additional health standards that the EPA says will make tap water safer for millions of consumers — a Biden administration priority. The agency has also proposed forcing utilities to remove dangerous lead pipes.

Utility groups warn the rules will cost tens of billions of dollars each and fall hardest on small communities with fewer resources. Legal challenges are sure to follow.

EPA Administrator Michael Regan says the rule is the most important action the EPA has ever taken on PFAS.

"The result is a comprehensive and life-changing rule, one that will improve the health and vitality of so many communities across our country," said Regan.

PFAS chemicals are hazardous because they don't degrade in the environment and are linked to health issues such as low birth weight and liver disease, along with certain cancers. The EPA estimates the rule will cost about $1.5 billion to implement each year, but doing so will prevent nearly 10,000 deaths over decades and significantly reduce serious illnesses.

They've been used in everyday products including nonstick pans, firefighting foam and waterproof clothing. Although some of the most common types are phased out in the U.S., others remain. Water providers will now be forced to remove contamination put in the environment by other industries.

"It's that accumulation that's the problem," said Scott Belcher, a North Carolina State University professor who researches PFAS toxicity. "Even tiny, tiny, tiny amounts each time you take a drink of water over your lifetime is going to keep adding up, leading to the health effects."

PFAS is a broad family of chemical substances, and the new rule sets strict limits on two common types — called PFOA and PFOS — at 4 parts per trillion. Three other types that include GenEx Chemicals that are a major problem in North Carolina are limited to 10 parts per trillion. Water providers will have to test for these PFAS chemicals and tell the public when levels are too high. Combinations of some PFAS types will be limited, too.

Regan announced the rule in Fayetteville, North Carolina.

Environmental and health advocates praised the rule, but said PFAS manufacturers knew decades ago the substances were dangerous yet hid or

downplayed the evidence. Limits should have come sooner, they argue.

"Reducing PFAS in our drinking water is the most cost effective way to reduce our exposure," said Scott Faber, a food and water expert at Environmental Working Group. "It's much more challenging to reduce other exposures such as PFAS in food or clothing or carpets."

Over the last year, EPA has periodically released batches of utility test results for PFAS in drinking water. Roughly 16% of utilities found at least one of the two strictly limited PFAS chemicals at or above the new limits. These utilities serve tens of millions of people. The Biden administration, however, expects about 6-10% of water systems to exceed the new limits.

Water providers will generally have three years to do testing. If those test exceed the limits, they'll have two more years to install treatment systems, according to EPA officials.

Some funds are available to help utilities. Manufacturer 3M recently agreed to pay more than $10 billion to drinking water providers to settle PFAS litigation. And the Bipartisan Infrastructure Law includes billions to combat the substance. But utilities say more will be needed.

For some communities, tests results were a surprise. Last June, a utility outside Philadelphia that serves nearly 9,000 people learned that one of its wells had a PFOA level of 235 parts per trillion, among the highest results in the country at the time.

"I mean, obviously, it was a shock," said Joseph Hastings, director of the joint public works department for the Collegeville and Trappe

boroughs, whose job includes solving problems presented by new regulations.

The well was quickly yanked offline, but Hastings still doesn't know the contamination source. Several other wells were above the EPA's new limits, but lower than those the state of Pennsylvania set earlier. Now, Hastings says installing treatment systems could be a multi-million dollar endeavor, a major expense for a small customer base.

The new regulation is "going to throw public confidence in drinking water into chaos," said Mike McGill, president of WaterPIO, a water industry communications firm.

The American Water Works Association, an industry group, says it supports the development of PFAS limits in drinking water, but argues the EPA's rule has big problems.

The agency underestimated its high cost, which can't be justified for communities with low levels of PFAS, and it'll raise customer water bills, the association said. Plus, there aren't enough experts and workers — and supplies of filtration material are limited.

Work in some places has started. The company Veolia operates utilities serving about 2.3 million people across six eastern states and manages water systems for millions more. Veolia built PFAS treatment for small water systems that serve about 150,000 people. The company expects, however, that roughly 50 more sites will need treatment — and it's working to scale up efforts to reduce PFAS in larger communities it serves.

Such efforts followed dramatic shifts in EPA's health guidance for PFAS in recent years as more

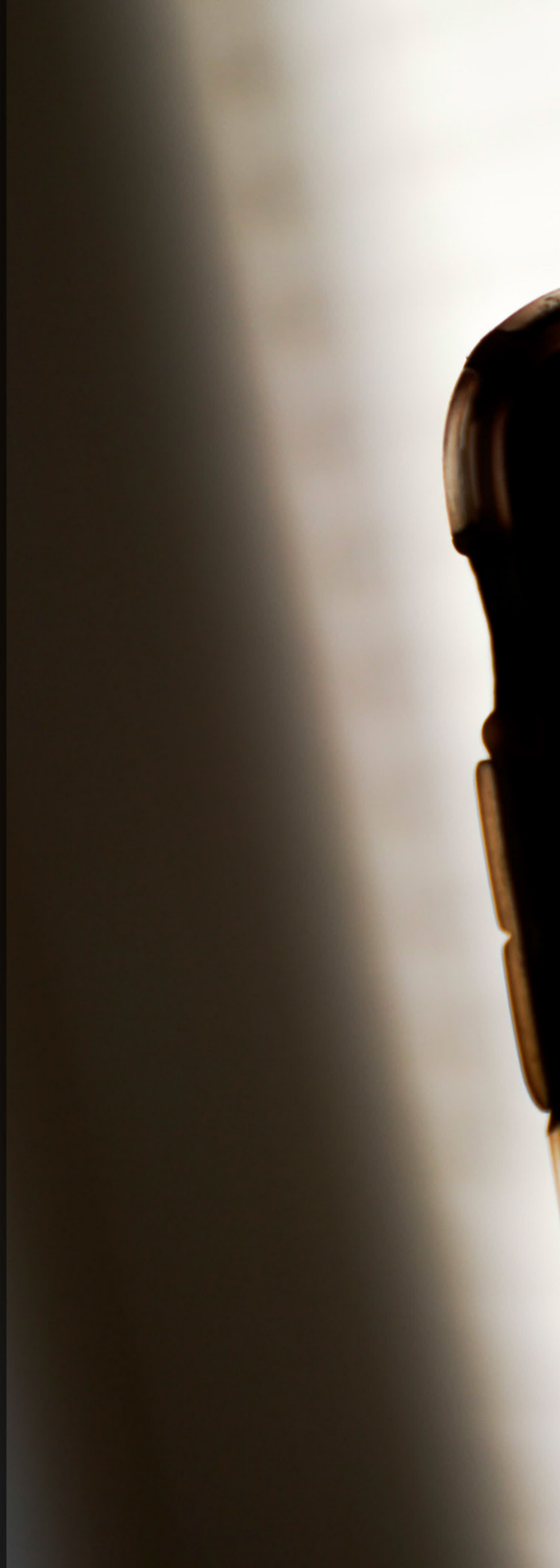
research into its health harms emerged. Less than a decade ago, EPA issued a health advisory that PFOA and PFOS levels combined shouldn't exceed 70 parts per trillion. Now, the agency says no amount is safe.

Public alarm has increased, too. In Minnesota, for example, Amara's Law aims to stop avoidable PFAS use. It's been nearly a year since the law's namesake, Amara Strande, died from a rare cancer her family blames on PFAS contamination by 3M near her high school in Oakdale, although a connection between PFAS and her cancer can't be proven. Biden administration officials say communities shouldn't suffer like Oakdale. 3M says it extends its deepest condolences to Amara's friends and family.

Losing Amara pushed the family towards activism. They've testified multiple times in favor of PFAS restrictions.

"Four parts per trillion, we couldn't ask for a better standard," Amara's sister Nora said. "It's a very ambitious goal, but anything higher than that is endangering lives."

SOME STATES ARE SEEKING TO RESTRICT TIKTOK. THAT DOESN'T MEAN THEIR GOVERNORS AREN'T USING IT

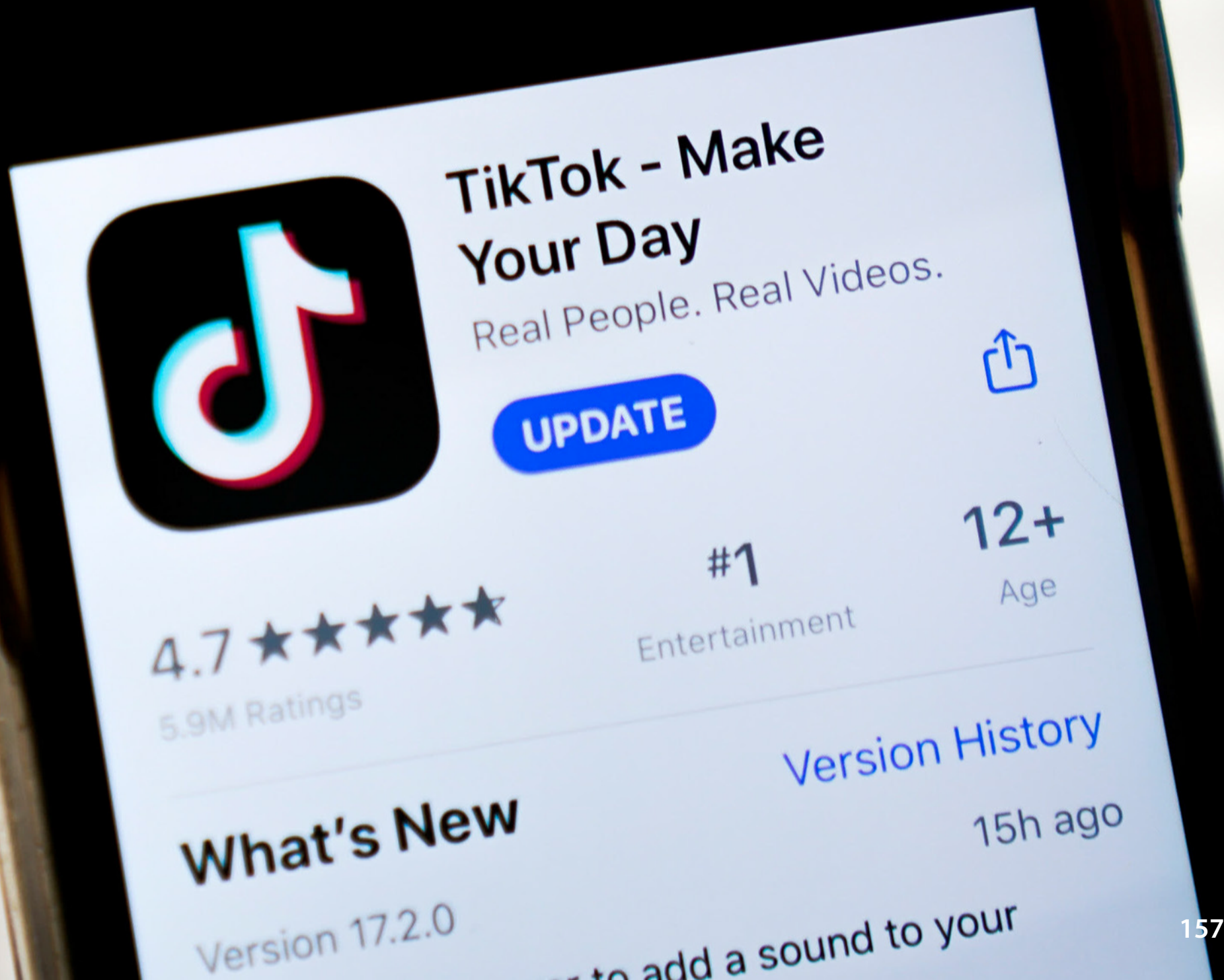


POV: You're on TikTok, and so is your governor — even as your Legislature considers banning the app from state-owned devices and networks.

Efforts to ban TikTok over security concerns about China's influence through the platform have picked up steam in the past year in state legislatures, with an expansive ban even proposed by Congress. In Pennsylvania, forward movement on a bill that first unanimously passed the state Senate last year could send legislation to the Democratic governor's desk imminently.

But even as the app faces scrutiny and bans, governors and state agencies — and even

11:34
TikTok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President Joe Biden — are still using the app to promote their initiatives and expand their voting pool. Their target is the youth vote, or the people who largely make up the app's U.S. user base of 170 million.

Pennsylvania Gov. Josh Shapiro, a Democrat, is a prolific poster, with his efforts beginning on the campaign trail through a personal account. The first-termer is a rising star in the Democratic Party and is among governors building national profiles and possibly positioning themselves for a 2028 run for the White House.

His careful messaging extends to his official governor account on TikTok. All colored with his priorities and stances, videos have him participating in viral trends, breaking down aspects of his budget proposal, and even taking a dig at Texas via a Beyoncé song.

Other governors use TikTok accounts — among verified accounts, only Democrats — even in states that have banned the app from state devices and networks.

It isn't surprising that politicians do use TikTok so much, said Anupam Chander, visiting scholar at the Institute for Rebooting Social Media at Harvard University. It's more surprising that they don't.

Such outreach draws its lineage to President Franklin Roosevelt's fireside chats, when Depression-era Americans would gather around the radio to hear his voice. More recently, social media has been galvanized in elections, like former President Barack Obama on Facebook in 2008, or former President Donald Trump on Twitter, now X, in 2016.

20:50
TikTok

"This is an app that can be very personal. You can share your walk to the Senate chambers or your exhilaration as a vote is passed. Or your disappointment when a vote fails," he said. "This is a way to reach people in a very personal way."

Former GOP presidential candidate Vivek Ramaswamy made early and, well, liberal use of TikTok during his campaign, with one young Republican saying his social media presence "made him popular."

"A lot of younger voters seem receptive to candidates such as Ramaswamy, due to his young age and new-generation agenda," Victoria Carlson, a spokesperson for the George Washington University College Republicans, told CBS News in September.

In Michigan, the app was banned in March 2023 from government devices — with certain exceptions, like Democratic Gov. Gretchen Whitmer's promotional account, which has brought cute dog videos, her March Madness bracket and news about her initiatives to her roughly 245,000 followers.

In New Jersey, a government-affiliated app posts jokes and memes. An exemption in New Jersey's law banning TikTok from government devices allows for posts from non-state networks, with permission. Other government accounts across the country have touted their state parks to drive tourism, events and small businesses.

In Pennsylvania, you have Shapiro and his steaming 'Get S—t Done' mug of tea — a nod to his edgy tagline — or slightly shaky footage as he records himself thanking teachers as his kids head back to school. As a play on the popular "point of view" videos where creators set up a scenario,

Shapiro makes a concerned face with the overlaid text "POV: When extremists try to stop legal votes from counting."

"The governor believes, and this administration believes, that there should be no wrong door to accessing government," said Manuel Bonder, Shapiro's spokesperson.

TikTok is part of that landscape, he said. The administration has a phone dedicated only to making TikToks, off of state Wi-Fi, with no other apps on it, Bonder said.

"Bans on state government devices and networks prevent state agencies from reaching a wider audience. Bills like these are being pushed through without regard for the facts," said Jamal Brown, a TikTok spokesman.

In 2022, researchers found more than 100 accounts for those running for Congress. A majority were Democrats, said Maggie Macdonald, assistant professor of political science at the University of Kentucky.

"It seems to be, Democrats are exclusively having this debate, in terms of having an account and talking of banning it," she said.

HERE'S WHAT WE KNOW ABOUT UBER AND LYFT'S PLANNED EXIT FROM MINNEAPOLIS IN MAY

The future of Uber and Lyft in Minneapolis has garnered concern and debate in recent weeks after the City Council voted last month to require that ride-hailing companies pay drivers a higher rate while they are within city limits.

Uber and Lyft responded by saying they would stop serving the Minneapolis area when the ordinance takes effect May 1, causing the city to weigh the ordinance it passed. The state could also take action, while riders and drivers are left wondering what could come next.

Here is what we know so far:

WHAT HAPPENED?

The Minneapolis City Council last month overrode a mayoral veto and passed an ordinance that requires ride-hailing companies to pay drivers a minimum rate of $1.40 per mile and $0.51 per minute — or $5 per ride, whichever is greater — excluding tips, for the time spent transporting passengers in Minneapolis.

Supporters of the ordinance said the rate would ensure that companies pay drivers the equivalent of the city's minimum wage of $15.57 per hour.

Council Member Jamal Osman, who co-authored the ordinance, said in a statement: "Drivers are human beings with families, and they deserve dignified minimum wages like all other workers. ... the Minneapolis City Council will not allow the East African community, or any community, to be exploited for cheap labor."

Many East African immigrants in the Minneapolis area work as Uber and Lyft drivers and have advocated for the rate increase.

However, a recent study commissioned by the Minnesota Department of Labor and Industry found that a lower rate of $0.89 per mile and $0.49 per minute would meet the $15.57 per hour goal.

WHAT ARE UBER AND LYFT DOING?

Uber and Lyft said they can support the rate from the state's study. But if the higher rate from the Minneapolis ordinance goes into effect, the companies said they will leave the market May 1.

Josh Gold, an Uber spokesperson, said the company plans on ending its operations in Minneapolis, St. Paul and the Twin Cities metro area — including the Minneapolis-Saint Paul International Airport.

The metro area includes more than 3 million people, which is more than half the state's population.

CJ Macklin, a Lyft spokesperson, said Lyft will end its operations only in Minneapolis. Lyft will still service the airport, but will not pick up or drop off passengers at any Minneapolis locations.

Both companies previously pulled out of Austin, Texas, in 2016, after the city pushed for fingerprint-based background checks of drivers as a rider safety measure. The companies returned after the Texas Legislature overrode the local measure and passed a law implementing different rules statewide.

CAN THE STATE STEP IN?

Minnesota Democratic Gov. Tim Walz said he is "deeply concerned" about the possibility of Uber and Lyft leaving the Minneapolis area.

Walz said the move would have statewide impact and affect everyone who relies on the service, including people trying to get home safely from bars, people with disabilities, students and others.

State lawmakers could pass legislation that would supersede the local ordinance. But Walz said the most efficient solution is to ask the Minneapolis City Council to work out a compromise.

WHAT IS THE CITY DOING?

Minneapolis City Council members could vote to change the ordinance, take it back completely or leave it as is.

Council member Linea Palmisano said she plans to continue voting against it unless it is changed. Palmisano said she has heard from many community members who oppose it, including students, part-time and low-income workers, hospitals and more.

Palmisano said she has also heard from drivers who do not agree with it and "are now at risk of losing their livelihood."

Council member Robin Wonsley, the ordinance's lead author, said the ordinance's rate is "the right thing to do."

"For far too long, this industry has exploited workers of color and immigrant workers for cheap labor. We have the opportunity and the responsibility to build a rideshare industry that is not based on poverty wages and exploitation," she said.

WHAT ARE PEOPLE SAYING?

Residents in the Twin Cities metro area are divided — some support the ordinance because it will help marginalized workers, while others oppose it because they don't want Uber and Lyft to leave.

Marianna Brown, an Uber driver in her 60s living in a suburb of Minneapolis, supports the ordinance and isn't worried, saying other ride-hailing companies — and even a local driver-owned co-op — are planning to enter the Minneapolis market. Brown, a Jamaican

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immigrant, said drivers have been abused by Uber and Lyft for too long.

Arianna Feldman, 31, of Minneapolis, said she supports the ordinance and has taken close to 2,000 rides on Lyft because she doesn't drive, has health issues and doesn't have access to reliable public transit.

"I think it's really shameful that these multimillion-dollar companies are holding us hostage like this and punishing communities for demanding a very basic right to get compensated correctly," she said.

Jake Clark, 44, of St. Paul, is an Uber and Lyft driver and opposes the ordinance. Clark said he has never earned less than $25 per hour and has earned up to $75 per hour because he prioritizes customer service and strategizes which rides to accept.

Michael Sack, 34, of Minneapolis, also opposes the ordinance. He has cerebral palsy and serves on the Minneapolis Advisory Committee on People with Disabilities. He urged the City Council and state Legislature to find a way to increase drivers' pay while keeping ride-hailing services affordable.

"It is critical to keep the cost of rides down because people with low incomes, which most individuals with impairments have, utilize Uber and Lyft," he said.

MARGOT ROBBIE MAKING ‘MONOPOLY’ MOVIE AND BLUMHOUSE REVIVING ‘BLAIR WITCH’

LIONSGA

Margot Robbie has her sights on another toy. The " Barbie " producer and star is making a Monopoly movie, with Hasbro and Lionsgate behind it, the companies announced Wednesday at the CinemaCon conference in Las Vegas.

Robbie, and her production company LuckyChap, were the ones who got "Barbie" to the finish line after many years in development stagnation. The film topped the box office in 2023 with over $1.4 billion in ticket sales worldwide. And now they'll bring that vision to the classic board game.

Lionsgate is also developing a new "The Blair Witch Project" with the horror experts at Blumhouse, the studio behind "The Purge" and "M3GAN." It will be the first in a multi-year pact between Jason Blum's company and Lionsgate, drawing on the studio's library titles.

The first "Blair Witch" was released in 1999 and became a phenomenon at the box office. It earned $248 million, spawned two sequels and changed the look of many horror movies to follow.

"I'm a huge admirer of 'The Blair Witch Project,' which brought the idea of found footage horror to mainstream audiences and became a true cultural phenomenon," Blum said in a statement. "I don't think there would have been a 'Paranormal Activity' had there not first been a 'Blair Witch,' so this feels like a truly special opportunity and I'm excited to see where it leads."

Lionsgate had a good 2023, with films like "John Wick 4," "The Hunger Games: The Ballad of Songbirds and Snakes" and "Saw

X" and is optimistic about its upcoming theatrical releases, including the long-delayed "Borderlands," Eli Roth's adaptation of the popular video game series which is set for an August theatrical release.

Starring Kevin Hart, Cate Blanchett, Jamie Lee Curtis and Ariana Greenblatt, "Borderlands" was first announced in 2015 and wrapped shooting in 2021 but has faced behind- the-scenes issues and delays. But both Roth and Greenblatt were overwhelmingly positive about the experience on stage at Caesar's Palace.

"We had the time of our lives making it and I think that audiences are going to love it," Roth said. "It was this crazy, fun, weird, dysfunctional functional family."

Greenblatt, who shot "Borderlands" before "Barbie," took the stage with Roth and said it was the best time she's ever had on a set.

The company also has a new version of "The Crow," directed by "Snow White and the Huntsman" helmer Rupert Sanders and starring Bill Skarsgård and FKA twigs, which will open in theaters on Aug. 23.

Brandon Lee starred in the original film, based on the comic book series and released in 1994. Lee died during its filming after being shot with a prop gun that contained a makeshift bullet instead of blanks. The director of that film, Alex Proyas, has been critical of the idea of remaking it.

Henry Cavill also took the stage to talk about a new "Highlander" movie he's making with "John Wick" director Chad Stahelski, as well as a

new Guy Ritchie action pic with Jake Gyllenhaal called "In the Grey" and set for 2025.

Aziz Ansari gave exhibitors a look at his new film "Good Fortune," which he wrote, directed and stars in alongside Keanu Reeves, who plays an angel, and Seth Rogen.

"I have to thank all the exhibitors who left the strip club this morning to come to the Lionsgate presentation," Ansari joked.

"Good Fortune" is about a guy who is down on his luck who switches lives with a more successful man, and learns the wrong lesson that money did solve all his problems. Ansari said he wanted to make a comedy for the big screen, specifically.

"It means the world to make a movie that's going to be in theaters," he said.

"Good Fortune" does not yet have a release date.

Fogelson closed the presentation with a look at Antoine Fuqua's Michael Jackson biopic "Michael." Producer Graham King, whose credits include "Bohemian Rhapsody" and "The Departed," took the stage to talk about the movie, which is currently filming.

"I'm looking forward to giving the audience a thrill ride they've never seen before," King said.

He said it was "an inside look into the most prolific artist that ever lived" and promised the movie will "get into all of it" including his public and private life. The movie will include 30 of Jackson's songs and recreations of performances.

Jaafar Jackson stars in "Michael," set for April 2025.

asbro

CinemaCon

Other upcoming Lionsgate films include Ritchie's "The Ministry of Ungentlemenly Warfare," out next week, the Renny Harlin horror film "The Strangers-Chapter 1," in May, the Halle Berry thriller "Never Let Go" in September and "The Best Christmas Pageant Ever" in November.

The studio is also currently in production on Mel Gibson's Mark Wahlberg-starring action movie "Flight Risk" and finishing the John Wick spinoff "Ballerina," starring Ana de Armas, which will be out next year.

"We're sorry we asked you all to wait another year for it," said Lionsgate's Adam Fogelson. But he did give the audience a first look, teasing the Ballerina's explosive entry into the world, with fire, swords and a Reeves appearance.

"I believe it will be worth waiting for."

IN ALEX GARLAND'S POTENT 'CIVIL WAR,' JOURNALISTS ARE AMERICA'S LAST HOPE

REVIEW

The United States is crumbling in Alex Garland's sharp new film " Civil War, " a bellowing and haunting big screen experience. The country has been at war with itself for years by the time we're invited in, through the gaze of a few journalists documenting the chaos on the front lines and chasing an impossible interview with the president.

Garland, the writer-director of films like "Annihilation" and "Ex Machina," as well as the series "Devs," always seems to have an eye on the ugliest sides of humanity and our capacity for self-destruction. His themes are profound and his exploration of them sincere in films that are imbued with strange and haunting images that rattle around in your subconscious for far too long. Whatever you think of " Men," his most divisive film to date, it's unlikely anyone will forget Rory Kinnear giving birth to himself.

In "Civil War," starring Kirsten Dunst as a veteran war photographer named Lee, Garland is challenging his audience once again by not making the film about what everyone thinks it will, or should, be about. Yes, it's a politically divided country. Yes, the President (Nick Offerman) is a blustery, rising despot who has given himself a third term, taken to attacking his citizens and shut himself off from the press. Yes, there is one terrifying character played by Jesse Plemons who has some pretty hard lines about who is and isn't a real American.

But that trailer that had everyone talking is not the story. Garland is not so dull or narratively conservative to make the film about red and blue ideologies. All we really know is that the so-called Western Forces of Texas and California have seceded from the country and are closing in to

Civil War | First Look | A24

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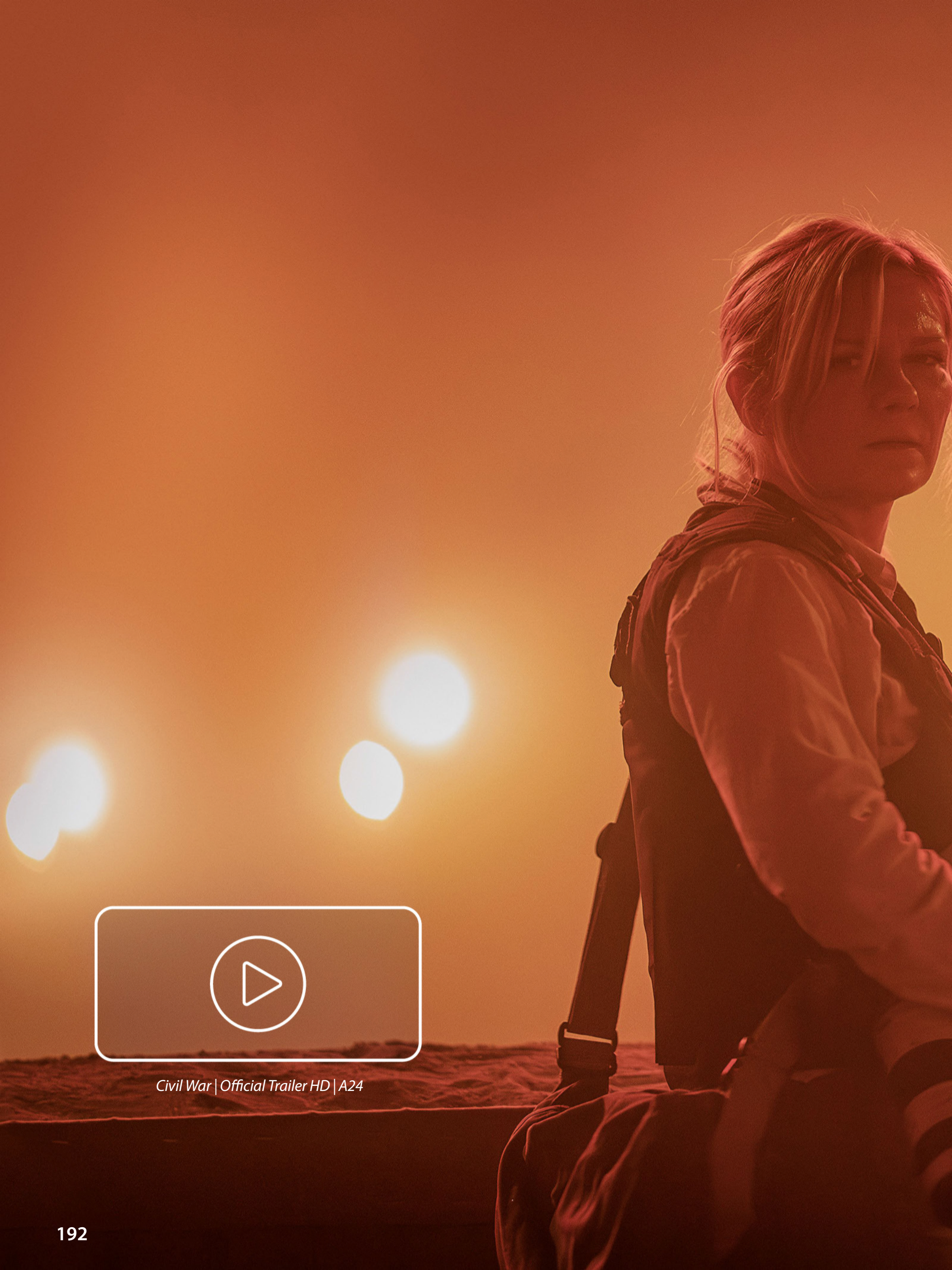
overthrow the government. We don't know what they want or why, or what the other side wants or why and you start to realize that many of the characters don't seem to really know, or care, either.

This choice might be frustrating to some audiences, but it's also the only one that makes sense in a film focused on the kinds of journalists who put themselves in harm's way to tell the story of violent conflicts and unrest. As Lee explains to Cailee Spaeny's Jessie, a young, aspiring photographer who has elbowed her way onto their dangerous journey to Washington, questions are not for her to ask: She takes truthful, impartial pictures so that everyone else can.

"Civil War" a film that is more about war reporters than anything else — the trauma of the beat, the vital importance of bearing witness and the moral and ethical dilemmas of impartiality. Dunst's Lee is having a bit of an existential crisis, having shot so many horrors and feeling as though she hasn't made any difference — violence and death are still everywhere. She's also a pro: Hardened and committed to the story and the image. Her colleague Joel (Wagner Moura) is more of an adrenaline junkie, chasing the gunfire and drinking himself into a stupor every night. There's Jessie (Spaeny), the wide-eyed but ambitious newbie who is in over her head, and the aging editor Sammy (the great Stephen McKinley Henderson), wise and buttoned up in Brooks Brothers and suspenders, who can't imagine a life outside of news even as his body is failing him. All are self-motivated and none of them have a life outside of the job, which might be a criticism for some movie characters but not here (trigger warning for any journo audiences out there).



Civil War | Official Trailer HD | A24

Civil War | Official Trailer 2 HD | A24

The group must drive an indirect route to get from New York to Washington as safely as possible, through Pittsburgh and West Virginia. The roads and towns are set-dressed a little bit, but anyone who knows the area will recognize familiar sights of dead malls, creaky off-brand gas stations on two lane roads, boarded up shops and overgrown parking lots that all work to provide an unsettlingly effective backdrop for the bleak world of "Civil War."

Dunst and Spaeny are both exceedingly good in their roles, effectively embodying the veteran and the novice — a well-written, nuanced and evolving dynamic that should inspire post-credits debates and discussion (among other topics).

Dread permeates every frame, whether it's a quiet moment of smart conversation, a white-knuckle standoff or a deafening shootout on 17th street. And as with all Garland films it comes with a great, thoughtful soundtrack and a Sonoya Mizuno cameo.

Smart, compelling and challenging blockbusters don't come along that often, though this past year has had a relative embarrassment of riches with the likes of "Dune: Part Two" and "Oppenheimer." "Civil War" should be part of that conversation too. It's a full body theatrical experience that deserves a chance.

"Civil War," an A24 release in theaters, is rated R by the Motion Picture Association for "strong, violent content, bloody/disturbing images and language throughout." Running time: 119 minutes. Three stars out of four.

CONTENT CREATION HOLDS APPEAL FOR LAID-OFF WORKERS SEEKING FLEXIBILITY

With a compact mirror in one hand and an eyelash curler in the other, Grace Xu told her roughly 300,000 TikTok followers she was likely about to be laid off.

She was right, she tells them in a subsequent clip. But she was planning to pursue a different career anyway: as a content creator.

"I guess the decision has been made on my behalf," she tells viewers in the video posted earlier this year. "The universe has spoken."

By all accounts, the U.S. job market is holding strong, with employers adding 303,000 workers

RØDE

to their payrolls in March. The jobless rate has now remained below 4% for 26 straight months, the longest such streak since the 1960s.

But that's of little comfort to the thousands of people who have nonetheless found themselves out of work. Hiring has largely been concentrated to a few industries, while tech and finance have only added a small number of jobs in the last 12 months.

Rather than trying to return to traditional employment, however, people like 26-year-old Xu are carving a new path for themselves through online content creation, where they can make money from brand deals and advertising by producing social media videos ranging from educational to entertaining.

"I think most employees look at employers now and no longer think that they are going to find security — permanent security — in a job," said Sarah Damaske, who studies labor and employment relations, and sociology at Penn State. "I think it makes it less risky to do something like go and be a content creator because employment with a traditional employer is so much riskier."

In an estimated $250 billion industry, 4% of global content creators pull in more than $100,000 annually, according to Goldman Sachs Research. YouTube — considered by creators to be one of the more lucrative platforms — has more than 3 million channels in its YouTube Partner Program, which is how creators earn money. A spokesperson said the platform paid out more than $70 billion in the last three years.

Meanwhile, TikTok — which faces the threat of a national ban that could cost many

creators an income stream — has seen a 15% growth in user monetization, according to a company spokesperson.

Many people turn to full-time content creation only after they've see a payoff from putting in the work, said Brooke Erin Duffy, a professor of communication at Cornell University. Or they are forced into it, as an avenue back to employment.

The pandemic also reshaped how employees consider work, with many preferring to have more control over their schedules and the ability to do their jobs from home. In February, nearly 440,000 people applied to start their own businesses — up nearly 50% from a monthly pace of 300,000 just before the pandemic, according to the U.S. Census Bureau.

Among them are content creators, although they likely make up only a small portion.

For Xu, the pandemic allowed her to rediscover her hobbies. She started making content at that time as @amazingishgrace on TikTok. Her thrift flips — all sewn by hand — went viral and steadily built up a following. Even when she left her banking job to move into the tech sector for a better work-life balance, she kept on making content.

When a round of layoffs happened last summer, Xu wondered if she should go to content creation full time, despite a deep fear of ruining things she loved by turning them into work. Her own layoff sped up her timeline.

"You just have to have this belief that, like, once your life is wide open for something, it will come," she said, "otherwise you'll drive yourself crazy thinking about it."

Another content creator, who goes by Pot Roast's Mom on TikTok, described staying in her engineering job for so long because she was afraid of not having health insurance while also having to pay off her student loan. But when her eponymous cat, Pot Roast, died two years ago, she turned to content creation full time.

"Her death just like revealed, or I guess opened my eyes, to that I liked nothing in my life besides her," said Pot Roast's Mom, who goes by her username to protect her privacy. "And when she died, I was like, OK, it's time to make some changes."

A community of women in the industry helped her shift from traditional employment to full-time content creation by demystifying brand deal pricing, and setting up payment tiers on platforms like Patreon, a subscriber service for content creators.

She has accrued 1.2 million followers on TikTok and a majority of her income came from Patreon last year — about $30,000 — with a small portion coming from brand deals, around another $10,000.

Pot Roast's Mom saw a video recently where a woman said making cat content earned her $200,000 in a year. More than likely, she said, that was a one-off.

"I think if you do something like this, you have to be ready to fail, ready to not make a lot of money," she said. "You have to be realistic."

Indeed, it takes time, energy and resources to turn content creation into a successful career, Duffy said. Creators have to negotiate multivideo brand deals or sponsorships to have

a semblance of steady income, but those can have monthslong payout dates. Some rely on savings from their traditional careers to plug the gaps while they wait.

"The level of unpredictability when you're dependent on a platform is quite profound," she said. "Your success is dependent upon an algorithm or updated community guidelines or an audience that may or may not like you on any given day."

Cynthia Huang Wang tried her hand in full-time content creation after she was laid off from her brand marketing job in February 2023. In January, she posted a TikTok about returning to the workforce, taking her 164,000 TikTok followers along as she updated her resume.

With the job market improving, Wang said she sees the appeal of returning to a stable income. Maternity leave at a corporate job also has pull as she and her husband consider starting a family.

There are limitations, though, to what she's willing to return for, including pay, title and work she's interested in doing.

"Going back to the office every day would be a nonstarter for me," she said. "I think maybe like two, or max three, days because I still want to be able to create content. And I think going into the office every single day would really impact that."

INTERNET PROVIDERS MUST NOW BE MORE TRANSPARENT ABOUT FEES, PRICING, FCC SAYS

445
UNICATIONS COMMISSION

Much like nutritional labels on food products, "broadband labels" for internet packages will soon tell you just what is going into the pricing of your service, thanks to new rules adopted by the Federal Communications Commission this week.

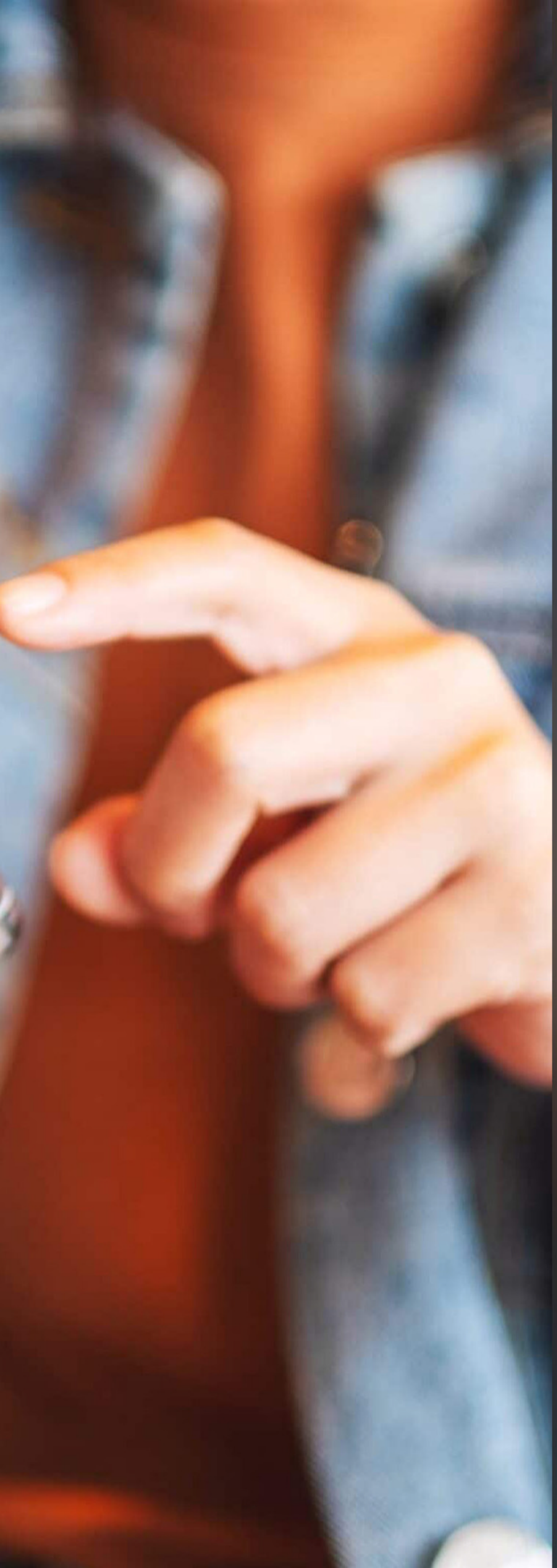
"If you've ever shopped for home or mobile internet, you can understand how hard it can be to understand what you're actually paying for," said Jon Donenberg, Deputy Director of the White House National Economic Council, on a call with reporters. "The broadband nutrition label is a tool that can help consumers make sure they have a clear, straightforward explanation of home and mobile services before signing up for anything."

Following the design of FDA food labels, these broadband labels will provide easy-to-understand, accurate information about the cost and performance of high-speed internet service to help consumers avoid junk fees, price hikes, and other unexpected costs.

Internet service providers selling home access or mobile broadband plans will be required to have a label for each plan beginning April 10.

The labels will be mandated to appear at any point of sale, including online and in stores, and they will be required to disclose all pricing information — including introductory rates, data allowances, and speeds. The labels will also include links to information about network management practices and privacy policies.

Here's what you need to know.



WHAT'S BEHIND THE NEW LABELING?

Hidden fees and unexpected rate hikes have dogged consumers shopping for internet service for years, and the Biden administration has been cracking down on "junk fees" (opaque and misleading fee structures) across industries — including banking, hotel and airline pricing, and utility and phone services — for the past several years.

On a call this week, a spokesperson for the FCC clarified that the labels "cannot be buried in multiple clicks" or hidden in a way that a consumer might miss.

"Fees can make it hard to understand the true cost of an internet plan," said Donenberg, adding that the agency is "committed to rooting out surprise junk fees that some companies pile on to your bills."

WHAT INFORMATION WILL EACH LABEL CONTAIN?

1. Monthly price and contract length

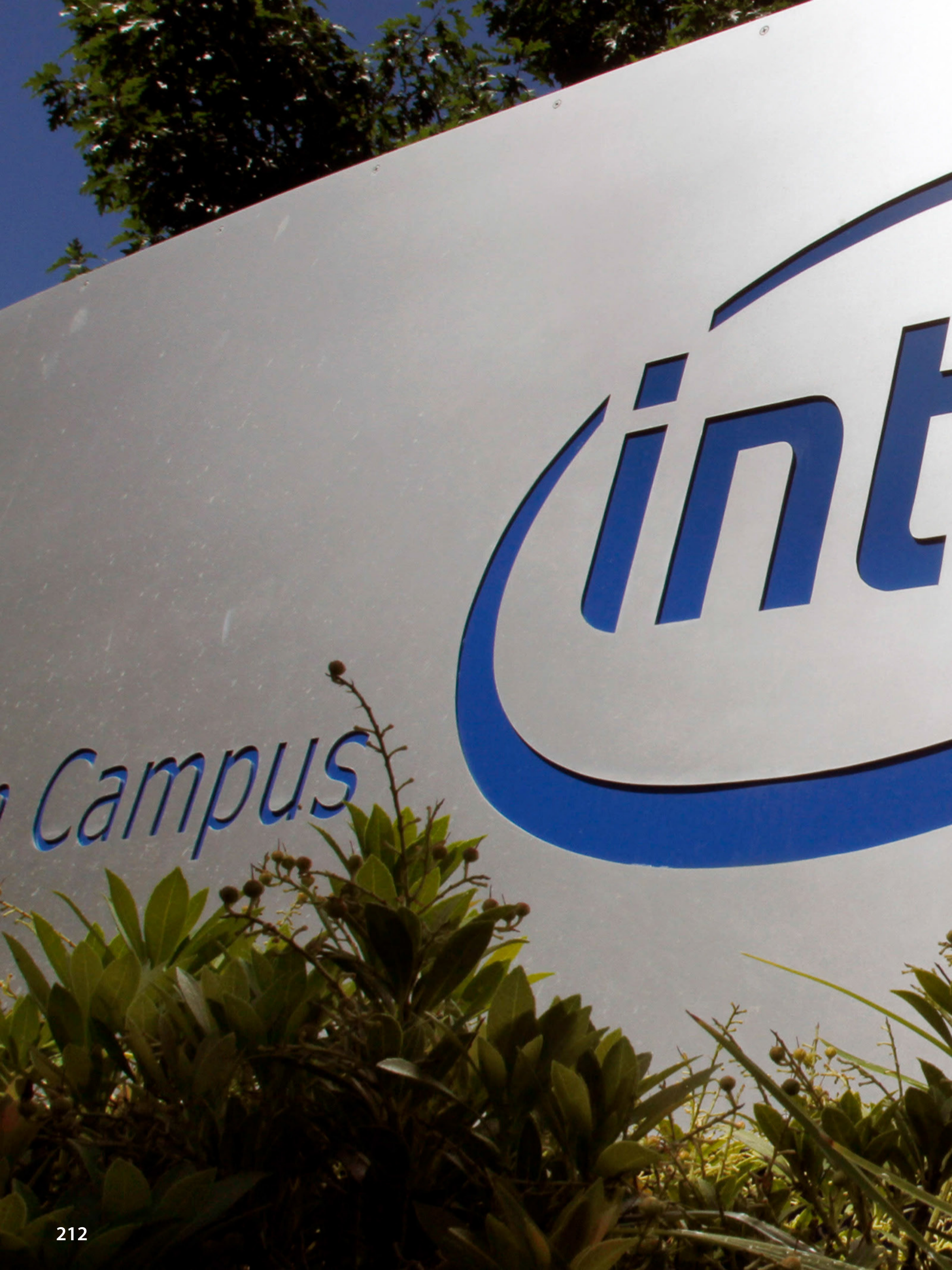
2. Whether that price will change after a certain period and what it will change to

3. Complete list of monthly and one-time fees, and early termination fee

4. Whether the company participates in the Affordable Connectivity Program and link to check if one qualifies

5. "Typical" download and upload speeds, and latency

6. Data cap and price beyond that cap


Campus

7. Links to network management (e.g., zero rating and content blocking) and privacy policies

WHAT IF I DON'T UNDERSTAND SOMETHING ON THE LABELS?

A glossary is available to help consumers better understand the information displayed on the label.

WHAT IF A PROVIDER DOESN'T DISPLAY THE LABEL?

If a provider does not display their labels or posts inaccurate information about its fees or service plans, consumers can file a complaint with the FCC Consumer Complaint Center.

WHEN DO THESE RULES TAKE EFFECT?

While many providers will begin displaying their labels in April, some firms with less than 100,000 subscribers will have until Oct. 10, 2024, to comply with the FCC rules.

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